

There are countless chicken idioms, anecdotes and fortune-telling tales in China.

Page 11



Though we have many species of chickens today, only 11 are native to China.

Page 12



Anything and everything chicken related is fair game for souvenir sellers as the year of the rooster dawns.

Page 13

BEIJING TODAY

FRIDAY FEBRUARY 11 2005

NO. 193

CN11-0120

HTTP://BJTODAY.YNET.COM



GLOBAL

500 FACE

BRIGHTER in CHINA

By Sun Ming

Since the mid-1990s, the world's largest companies have gradually made their way into China.

According to the Ministry of Commerce, by the end of last year, among the global 500 giants, almost 450 had made investments in China, 400 have established research centers, and some have moved their regional headquarters here.

The world's top 500 transnational corporations are mainly concentrated in the fields of computer science, telecommunications, electronics, chemical industry, automobiles and medicine, banking and insurance.

More open policies for foreign enterprises

Sun Zhenyu, China's first ambassador to the WTO, said in 2001 that after becoming a member of the WTO, China will open service areas such as banking, insurance, telecommunication, foreign trade, domestic trade, and tourism step by step.

On December 11 last year, China lifted all geographical and business scope restrictions on foreign insurers as part of its commitments upon WTO entry three years ago. That includes opening key market segments such as group insurance and annuities, as well as allowing foreign insurers to operate in all Chinese cities, although they will still need regulatory approval before new branches are set up. Meanwhile, the quota licenses for importation of cars was canceled as of January 1 this year, and the government is setting new policies for imported cars.

Also, China's car financial service market began to open to foreign companies on November 3, 2003.

On November 16, 2004, the State Administration of Radio, Film and Television issued a regulation enabling foreign media groups to open joint ventures and cooperative enterprises with local partners to produce TV programs. The regulation requires that the Chinese party must own at least 51 percent of the stakes of the joint ventures.

In addition, China Banking Regulatory Commission (CBRC) stated on December 1 last year that in accordance with China's WTO commitment, 18 domestic cities have opened RMB services for foreign banks.

Some sensitive service industries, such as commercial wholesale and retail, construction, and the flow of goods and materials also had ended their transition period and opened to the outside world from December 11 2004.

Transnational enterprises eyeing 2008

The 2008 Beijing Olympics provides much more than a sports arena – it is also a commercial battlefield for multinationals.

According to the Beijing Organizing Committee for the Games of the XXIX Olympiad (BOCOG), around 180 billion yuan will be spent on infrastructure con-

By Zhao Hongyi

A total of 240 multinational companies from 2004 Fortune Global 500 have established their presence in the Chinese capital of Beijing, according to *Beijing Today's* exclusive survey conducted this year.

They range from representative offices, regional headquarters, to country headquarters and investing companies.

Beijing Today, Beijing's first English language newspaper, made its first annual investigation and special report on the Global 500 multinational companies in 2002. This is the third such investigation. Fifty-six of these companies granted exclusive interviews to our reporters.

From our reporters' eyes, we found the performance of these companies in the capital is more active than ever.

Beijing is continuously improving its investment and business environment, providing a larger platform and space for investors, as China continues to develop in the 21st century.

struction, 142 key projects, nine million square meters of refurbished housing – all part of the mammoth plans to stage the 2008 Olympics.

"The 2008 Olympic Games will bring great opportunities to the city, especially to the city's transport and environmental protection sectors," said Liu Qi, secretary of Beijing Municipal Committee of the CPC and former mayor of Beijing, while meeting Pierre Bilger, president and CEO of French-based power engineering and transport group Alstom in 2002.

On February 2, 2005, the Beijing 2008 Olympic Games Partner Club was established in Beijing. Members of the club include seven Beijing Olympic partners, as well as IOC's worldwide Olympic Partners, Coco-Cola, Atos Origin, General Electric, Kodak, Lenovo, Manulife Sinochem, McDonald's, Omega, Panasonic, Samsung and Visa.

"BOCOG will organize club activities regularly to keep the partners informed of the latest Olympic preparations, to collect suggestions from partners, and to facilitate them to share information and solve problems in a coordinated way," said Wang Qishan, Beijing Mayor and the Executive President of BOCOG, at the inaugural ceremony of the club.

Keen on localization

According to the results of interviews by *Beijing Today* with 2004 Fortune Global 500 companies, nearly all the transnational companies wish to enhance integration with local society and speed up the pace of localization of enterprises.

In recent years, multinational companies have accelerated their large investment in China. McDonald's alone has built 52 factories in China. ABB Group established 25 joint ventures. In January 2003, GE's power systems unit made its first investment in China with the establishment of a US \$14 million joint venture with Shenyang Blower Works to provide repair and maintenance services for oil and gas equipment, and manufacture parts and components.

With the relocation fever, multinational companies are intensifying their localization strategy in China.

In order to ensure that their products keep up with the changing market, multinational companies lay special emphasis on the localization of R & D and the expansion towards the intellectual service field.

Also, foreign-funded enterprises favor local professionals. The Finnish Stora Enso only have three expatriates in its Suzhou paper mill where there are all together 670 staff.

The transnational companies also encountered some problems in the process of localization strategy in China because they lack familiarity with the Chinese business climate or local society.

For example, in 1995, based on data about the relatively low purchasing power and annual incomes, Kimberly-Clark made a decision to sell "economic category" diaper products in China. However, the company soon found that many Chinese parents could afford the best and were prepared to spend more on their children.

"Once we saw that the low cost, low performance diaper was a mismatch for Chinese parents, we made the decision to pull the inferior product, and introduce a top-of-the-line premium diaper (Huggies Tier 4 diaper) imported from our Korean operations," Stephen Shao, president of Kimberly-Clark (China) Investment Company, told *Beijing Today*.

Optimism for China's SMEs

China's small and medium enterprises (SMEs) especially have the potential to attract investment from foreign enterprises.

Alan Russo, general manager of the North Asia Region of American Power Conversion Corporate (APC), told *Beijing Today* that APC would pay more attention to China's SMEs.

"There are an enormous number of SMEs in China. With the growing awareness of informationization among SMEs, it is being turned into an area with most potential," said Russo. And Sunmicrosystems announced in February 2004 to donate its JES free to some SMEs in China and expected they can become their customers in the future.

EXECUTIVE EDITOR: JIAN RONG

EDITOR: SUN MING DESIGNER: WANG YUPENG

Rapid Growth in 2004

By the end of September of 2004, nearly 450 out of the world's top 500 transnational corporations had invested in China and many had moved their regional headquarters into China.

EDF Sticks to Strategy in China

By Wang Fang

Electricité de France experienced big changes in 2004. It was reformed from a state public entity to a company. "Our strategy in China has not changed," said Didier Cordero, chief operating officer of EDF's Asia Pacific Branch-China Division.

"The president of our company has visited China twice since he was nominated four months ago, which is an example showing that we want to increase our development in and partnership with China," Cordero added.

As an advisor to the mayor of Beijing, EDF is devoted to the capital's development.

Cordero said EDF was working with the Beijing government regarding electric transportation. "We are cooperating with the local government in developing high-tech batteries for electric public buses. If the batteries pass checks, Beijing can consider expanding them to other electric buses," he said, adding the first batteries would be installed in February.

The company also sees a great future for nuclear power in China. "The electricity capacity in China is about 400 gigawatts and the GDP is growing around eight percent annually. At this rate, in 2020, at least 1,000 gigawatts will be needed," Cordero said. "When the increase of electricity by other means is difficult and when coal brings pollution to the environment, nuclear is an important component of the electricity mix."

He added EDF was currently offering advice and sharing experience with its Chinese partners in their Guangdong nuclear projects. "In the four nuclear generation units in operation and two in construction, we have about 10 to 20 of our experts advising at the plant. We are also cooperating with other Chinese utilities and institutes to develop the nuclear program. EDF will bring French experience and get in return Chinese feedback to improve the performance of our plants in Europe," Mr. Cordero said.



Didier Cordero
Chief operating officer of EDF's Asia Pacific Branch-China Division

Photo by Lou Qiyong

Sony Spreading Technologies and Joy

By Qiu Jiaoning

"2004 was a fruitful year for Sony (China)," said Seiichi Kawasaki, the company's vice chairman and president.

Last year, Sony built many new facilities in China, including the Shanghai Sony Gallery and Zhang Jiang Technology Center. The company also held several successful corporate events, including the debut of Steven Chow's latest film *Kung Fu Hustle* in December.

Sony (China) also put many new products on the market. Almost 100 models of network-centric AV/IT products, like VAIO notebooks, WEGA TVs and digital imaging products were introduced to Chinese consumers.

"I tell my staff, apart from providing value-added products and services to Chinese consumers, we should also keep the press up to date with the latest from Sony and our principle should be to keep that communication open,

transparent, and interactive," Kawasaki said.

Sony's new XDCAM-based system was adopted by China Central Television Station (CCTV)'s Sports Center for the channel's live broadcasts of the 2004 Athens Olympic Games.

"What pleased me most was so many authentic and influential magazines granted many awards to various Sony electronic products last year," Kawasaki added.

Sony (China) plans to make redoubled efforts to integrate its business fields including electronics, entertainment and games. By the end of 2008, Sony (China) aims to achieve a sales volume of \$8 billion.

"2005 should be a great start for us. So, last but not least, I hope Sony products can bring consumers more joy and excitement," Kawasaki concluded.



Seiichi Kawasaki
Vice chairman and president of Sony (China)

Photo provided by Sony (China)

Market Understanding Leads to Better Market Share

By Liu Zhaoxi

Since the company first came to China in 1994, Kimberly-Clark has faced many challenges. "2004 was a year of change," Stephen Shao, president of Kimberly-Clark (China) Investment Co., told *Beijing Today*.

The company's core businesses are tissue, personal care and health care products and it markets and manages a number of world famous brands, such as Kleenex, Huggies and Kotex.

A factor driving the changes at Kimberly-Clark China is the company's increasing understanding of the domestic market, and in Shao's words, it is "becoming more respectful to the true dynamic of competition in China."

In 1995, Kimberly-Clark was the first foreign company to launch premium baby diapers in China. It then decided to domestically manufacture and sell "economic category" diaper products in China, but soon found that many Chinese parents could afford the best and wanted to spend

more on their "little emperors." By 2002, Kimberly-Clark found itself in a subordinate market position due to the misunderstanding of consumers' needs. The company decided to stop local production, pull the inferior products and introduce a top-of-the-line premium diaper imported from its South Korean operations.

In 2004, Kimberly-Clark re-launched Huggies diapers in the Chinese market, "which has been proven to be a tremendous success," Shao told *Beijing Today*. In 2004, Huggies posted over 200 percent sales growth.

With the rise in sales, the company's profitability has greatly improved and it is building a truly profitable portfolio. "We are very happy about what we have done," Shao said.

Regarding Kimberly-Clark's future strategy, he told *Beijing Today* the company would continue to focus on not only winning products, namely tissues, feminine napkins and baby diaper products, but also market share.



Stephen Shao
President of Kimberly-Clark (China) Investment Company

Photo by Li Shuzhuan

Success and Support

By Deng Minjie

Swiss-based Novartis, one of world's leading pharmaceutical companies, had a successful year in this country in 2004, achieving 38 percent growth in its pharmaceutical section in China and a sales volume of 1.4 billion yuan.

Innovation is the company's core strategy and it constantly encourages staff to excel in research and development. "Seven of our products received 'Prix Galien' awards by 2004. This award is considered the Nobel Prize of the pharmaceutical field," James Liu, president and CEO of Beijing Novartis Pharma Ltd. told *Beijing Today*. "We will launch seven new products to market in 2005, one of which received the award in 2003."

Novartis supports China's research in the area of organ transplant operations. The company signed an

agreement with the Ministry of Health in 2003 to contribute 1.6 million Swiss francs to foster the healthy growth of transplants in China and keep domestic doctors up to date with developments in other parts of the world.

To further the cause, Novartis held an organ donation and transplant-themed even in Wuhan, Hubei Province in 2004 to popularize the idea of giving organs to help others. "We'll run a new activity on anti-hypertension in April or May of 2005, and our global headquarters will contribute another 15 million yuan to the project through our Beijing office," Liu said.

Being an "enterprise citizen" is a key part of Novartis' corporate culture. "We'll continue to pay close attention to and support public welfare establishments. That's a promise I will keep," Liu concluded.



James Liu
President and CEO of Beijing Novartis Pharma Ltd.

Photo by Li Shuzhuan

China Oil Consumption New Engine for SK

By Xie Lixue

"The year 2004 witnessed the business expansion of SK Corp in Beijing," said Jay D. Sung, chief operating officer of SK (China).

In 2004, SK China made \$2 billion in revenues in the oil industry. He said the oil and energy fields developed very well under the booming global economy last year, especially considering it was an election year in the US.

SK Management System illustrated how to make profits through efficient use of employees and invest-

ment and it had set an operating model for some other companies around the world, he said.

"We are not planning to capture or compete in the market with domestic companies, but to cooperate with them, to seek long term relationships and establish a new model in China," Sung added.

Talking about the future of SK China, he said, "Our objective is to grow a new business, not a part of the business in China, as big as in South Korea. We set a mid-term goal of earning \$5 billion in revenues in the year 2007."



Jay D. Sung
Chief operating officer of SK (China)

Photo by Wang Xiaoxi

Helping Small Companies in China Grow

By Annie Wei

There were two major events in 2004 in China for Sun Microsystems. First, the company held the SunNetwork Conference in Shanghai in June and second it announced its JES (Java Enterprise System) was being offered free to small and medium sized companies in China.

For the SunNetwork Conference, Sun gathered over 5,000 software developers, business channels, IT professionals and partners from five main Asia markets, namely Greater China, South Korea, Japan, Southeast Asia and Australia.

JES is a system owned by Sun that has many basic components that can be supported on multiple platforms at any company, Roger Ma, public relations manager of

Sun Microsystems China said. "If it was sold, JES would be priced at \$100 per employee. But in China, we decided to offer it for free to companies with less than 100 employees," he explained.

"Sun's main customers are the world's top 2,000 companies. JES gathers Sun's experience and offers our expertise to small and medium scale companies in China. We are convinced JES can help them grow quickly."

According to Ma, the system will be granted to companies recommended by the State Development Planning Committee. He explained that the reason for Sun's free product release was simple – to tap in the massive pool of Chinese companies.



Roger Ma
Public relations manager of Sun Microsystems China

Photo provided by Sun Microsystems China

Further Expansion and Shared Benefits

By Dong Nan

"We aim at sustainable development to the benefit of all parties concerned," said Josef Mueller, head of Nestlé in the Greater China Region and chairman and CEO of Nestlé (China). "And, through technical assistance, we empower farmers with the knowledge and tools needed to succeed in producing milk of the highest standards."

2004 was an active year for Nestlé, Mueller told *Beijing Today*. In September, the company announced the further expansion of its milk activities in China by developing a new dairy base in Erguna, Inner Mongolia, an area of rich, natural grasslands to ensuring the high quality of its fresh milk.

In the first step of its investment in Inner Mongolia, Nestlé reached an agreement with Erguna Meilu Milk Industry Co. to buy its dairy factory and later upgrade it for production, he said. On the way to making Erguna a new dairy production base, Nestlé will provide technical assistance to local dairy farmers to help them improve the quantity and quality of their fresh milk at competitive costs.

"We believe that our activities in China can only be a long-term benefit to our company if they are at the same time beneficial to all stakeholders and have a positive impact on local economies," Mueller said.

In the Greater China Region, Nestlé Group has made direct investment from Switzerland of over 1.2 billion Swiss francs (about 7 billion yuan) over the last 14 years. Today Nestlé operates 20 plants in China and has established a research and development center in Shanghai, according to Mueller.

Emerson Brands Fuel Rapid Growth

By Qiu Jiaoning

"We have a continuing focus on Asia, especially in China, which is our second largest market behind the US. Our China sales surged 34 percent to about \$1 billion for the 2004 fiscal year that ended in September," said Peter Yam, president for Greater China of Emerson Electric Co.

Emerson has been doing business in China since 1979 and its manufacturing, sales and research and development activities in the country are an integral part of Emerson's expanding global strategy.

In December 2004, Emerson and China's Standardization Administration signed a memorandum of cooperation on energy efficiency standardization.

"We are honored to work with the government of China on energy efficiency and conservation matters," Yam said.

Set to take effect on March 1, 2005, these standards will help create a meaningful energy efficiency labeling system in China. They will also play a significant role in establishing a fair and equitable market environment, drive the development of increasingly advanced air conditioning technology, improve the general energy efficiency levels of air conditioners and reduce the peak load of power grids, thus alleviating the imbalance of supply and demand of electricity in China.

Emerson has also worked closely with China-based companies such as China Mobile to provide 35 percent of the network power products and services that support telecommunications networks in China. Emerson's technology, training and service facilities located throughout China will help the network run smoothly.

Remarkable Feat in 2004

By Sun Yongjian

Samsung performed very well last year, earning record high profits of \$10 billion, a remarkable feat for a manufacturing company, said Jong-Yog Yun, the new CEO of Samsung Electronics Co., Ltd.

In its annual financial report for 2004, the company posted sales of 57.63 trillion Korean won, up 32 percent from 2003, operating income of 12.02 trillion won, a 67 percent rise, and net income of 10.79 trillion won, up 81 percent. It also had a profit margin of 21 percent.

Yun recalled that in July 1998, things looked bad for Samsung, as the company was mired in 170 billion won in debts with no clear route for recovery.

"Our survival relied on our technologies and heavy investment in those technologies," he said.

"Thus, if I were asked what we will do in the coming five or 10 years, I would answer that first, second and third, we will continue with technological development."

More Investment in 2005

According to the results of interviews by *Beijing Today* with 2004 Fortune Global 500 companies, multinational companies will accelerate their large investment in China, attracted by the country's rapidly growing economy.

Taking Care of Power

By Liu Zhaoxi

Kazuhisa Kokune, chief representative and general manager of Mitsubishi Heavy Industries (MHI) Beijing Office told *Beijing Today* MHI has two priorities in China in the near future. One is to get some nuclear power plant projects in China, where 20 to 30 nuclear power plants are expected to be established by 2020.

"Only a few manufacturers in the world possess the technology to build a nuclear power plant from security to reactor manufacture, and MHI is one of them," Kokune said.

Another priority is to provide China with the technology for liquefying coal, which will enhance

the utilization ratio of coal, and therefore the efficiency of using energy resources. The company is looking for Chinese partners who can learn this technology and already have a few candidates. Such facilities won't pay off right away, Kokune added; it could take 20 to 50 years.

Kokune also mentioned another project in Beijing where he would like to be involved: construction of the light rail between the airport and Dongzhimen, expected to be accomplished in time for the 2008 Olympics. For this project, he hopes to recommend the linear technology developed by MHI which has already been applied in Japan.

Electrolux to Concentrate on Quality

By Qiu Jiaoning

"As we finished our strategic marketing integration in China last year, the company will focus on growth in 2005," said Mr. Don Gadsden, president of Electrolux (China) Home Appliances Co., Ltd.

Rising material costs prompted Electrolux to look for better value in Asia and the company decided to expand its purchasing from China in particular.

"The value of our raw material and semi-production procurement in China will soon reach as high as US\$1.2 billion annually," Mr. Gadsden said.

"There's no future just competing in price. We will pay more attention to establishing greater brand recognition among Chinese consumers. Ours is a European brand, which is the choice of

55 million people all round the world every year," he stressed. Electrolux is now undertaking a big change in its merchandizing strategy. Over 2,000 Electrolux outlets will be fitted out with the new merchandizing that reflects a modern, family-oriented lifestyle.

"China has unlimited market potential while we have limited human and capital resources to cover many fields. Hence, resources should be focused on some key fields."

Electrolux (China) has invested US\$40 million in a new washing machine production line with an annual production capacity of 500,000 and in expanding its current refrigerator production capacity to 1.3 million.

Fedex Looks to Expand Step by Step

By Pan Hao

As China opens its domestic and international cargo market, foreign cargo companies will now have the opportunity to operate their businesses independently in China.

In the quarter ending August 31, 2004, Fedex generated a 52 percent increase in China export volume.

"We're not planning to be an independent foreign enterprise yet," Wilson Chung, managing director of Fedex China and general manager of Fedex-DTW, told *Beijing Today* on the subject of whether Fedex wished to buy full control of its JV.

Fedex-DTW currently provides services linking 220 cities in China to foreign destinations. "At the moment, we are not planning to enter the domestic express market so far," said Chung, even though that is now an option for foreign freight companies in China.

"We'd rather focus on how to enlarge our market share," he said. Chung also said Fedex intended to offer services to a further 100 cities in China in the next five years, and increase the number of flights here. "The big investment we have made, as well as risk, in China is because we are optimistic about China's rapidly growing GDP."

Holding on to the Future

By Liu Zhaoxi

One of the biggest plans of ThyssenKrupp AG in China for the year of 2005 is the establishment of a holding company. The group's board of directors decided to establish the holding company to match the expansion of its business in China and set the stage to coordinate the activities of more ThyssenKrupp companies to come, its chief representative to China Alfred Wewers said.

ThyssenKrupp has set up joint ventures and wholly-owned subsidiaries covering the steel, automotive part, elevator, technologies and services sectors in more than ten cities including Shanghai, Dalian, Xuzhou, Changchun and Wuhan. All the company's businesses performed well last year and ThyssenKrupp's sales in China surpassed one billion euros in the 2003-2004 fiscal year.

China Gets into Wall's

By Zhou Ying

Wall's Ice Cream, which is part of the Unilever China Business Group, has made steady if unspectacular progress in China since 2002, even though the cold refreshments industry has been in a state of decline for several years.

Danny Ng, managing director of Wall's (China), revealed to *Beijing Today* that Wall's ice cream accounted for more than 30 percent of the market in most large Chinese cities.

According to Ng, the ice cream industry in China is still in its early stages. "All the ice cream producers strive for as much market share as possible. But from a consumption point of view, the ice cream market in China is not that ma-

ture," he added.

But Ng remains optimistic about the Chinese market. With China's economic growth, Wall's has detected that the shopping habits and lifestyles of Chinese people are undergoing profound changes.

"A decade ago, ice cream was only something for the summer to get relief from the intense heat, but now more people buy it in winter," he told *Beijing Today*.

Localization has become an indispensable marketing tool. "There are only two foreigners in Wall's in China," said Ng. "It was the local employees that helped the company get to know the mentality of local consumers," he added.

Fuji Pushes for Wider Market

By Deng Minjie

To further expand its market presence in China and after much effort, Fuji Photo Film (China) Investment Co., Ltd. (FPFC) set up its subsidiary, Fuji Photo Film Beijing, on March 26, 2003.

The company is now engaged in cooperation with a local company to develop a new type of printer and it's all going smoothly. "We expect

to introduce the printer for the ticket sales system for the 2008 Olympic Games in Beijing," said Yang Guang, director of the branch.

"Although we had a 20 percent share of the China market last year, we will try our best to reach 30 percent in 2005 and 50 percent by 2008," he said. In addition, FPFC is getting ready to set up a new joint venture in Shanghai in 2005.

Cendant Vies for China's Travel Market

By Qiu Lin

Cendant Corporation has established a joint venture with CYTS Tours Holding, by which the company is looking to become a key player in China's tourism market.

"This is one of Cendant's first major pushes into China's travel industry," said Dan Wacksman, general manager of CYTS-Cendant Travel Service Co.

The company, which opened on November 1, is still in its early stages and is busy developing its

brand and marketing strategy.

"We will come up with a brand name, not the corporate name CYTS-Cendant Travel Service Co. We want a brand that's easy to remember and market," said Wacksman.

"We hope to launch our brand in the market in the next few months," he said. "We are new to the Chinese market, but we have a lot of experience behind us. Customers will realize that we are a professional travel company and we are very customer focused."



Kazuhisa Kokune
Chief representative and general manager of Mitsubishi Heavy Industries (MHI) Beijing Office
Photo by Li Shuzhuan



Don Gadsden
President of Electrolux (China) Home Appliances Co., Ltd.
Photo provided by Electrolux



Wilson Chung
Managing director of Fedex Co. China and general manager of Fedex-DTW Co.
Photo by Li Shuzhuan



Alfred Wewers
Chief representative of ThyssenKrupp AG in China
Photo by Li Shuzhuan



Danny Ng
Managing director of Wall's (China)
Photo by Zhou Ying



Yang Guang
Operation director of Fuji Photo Film (China) Investment Co., Ltd. Beijing Branch
Photo by Li Shuzhuan



Dan Wacksman
General manager of CYTS-Cendant Travel Service Co.
Photo by Li Shuzhuan

Hitachi to Quicken its Pace

By Qiu Jiaoning

"Hitachi China will carry out a new business strategy aiming at expanding business and achieving consolidated revenues of US\$7 billion for the fiscal year of 2006, something that will require double-digit annual growth," Mr. Hiroaki Nakanishi, Hitachi China senior vice president and executive officer said confidently.

The new strategy focuses on nine target businesses in the Chinese market: power and industrial equipment systems, building systems, transportation systems, information and telecommunication systems, medical systems, consumer electronics, construction and resource development systems, automotive systems and materials, and components and materials for information electronics and digital consumer electronics. Hitachi is to make an additional investment of approximately US\$33 million in Hitachi China.

"China is expected to develop further in the run up to the 2008 Beijing Olympic Games and 2010 Shanghai Expo. The country is undergoing rapid development as it strives to reach the forefront in lifestyle, consumer goods, social infrastructure and other fields," said Nakanishi.

Toshiba Celebrates 130th Anniversary

By Qiu Jiaoning

"A company, like a person, should foster its own character, embodying attitudes towards difficulties, capitalizing on opportunities, and marked distinctive features. Only if we are of such good character can we achieve our ambitious objectives," said Mr. Nobumasa Hirata, President of Toshiba (China) Co., Ltd.

"We are very glad to see the 130th anniversary of the establishment of Toshiba this year. 2005 also marks the 10th anniversary of Toshiba (China) Group." Hirata said Toshiba (China) hoped to achieve sales volume and export value of 78 billion yuan by the end of 2007.

Hirata said that China has become the second largest overseas market for Toshiba behind the US. However, it is expected to be the largest by the end of 2008.

As the third biggest notebook computer manufacturer in the world, Toshiba has ceased laptop production in the Philippines and transferred it to its PC factory in Hangzhou, China.

APC Strides Ahead

By Qiu Jiaoning

"In 2004, the energy bottleneck resulted from China's booming economic growth," said Alan Russo, general manager for North Asia of American Power Conversion (APC). "Use of electric power is limited in many developed regions, which places increasing demands on the IT infrastructure. We hope that APC can provide more support for the Network Critical Physical Infrastructure (NCPI) of major consumers," he said.

APC intends to strengthen its cooperation with other vendors of IT products and equipment, while launching more competitive products and enhancing the network environment.

"In 2005, APC will continue to improve and perfect its NCPI product line, providing customers with standardized solutions and assisting them in enhancing their IT management," added Russo.

Russo also mentioned that APC would pay more attention to China's small and medium size enterprises. "There are many SMEs in China. With the growing awareness of informationization among SMEs, this is an area with great potential. APC can offer advantages in the area of mid-range and low-end products for SMEs," he said.

ABB Chairman Outlines China Strategy

By Qiu Jiaoning

Germany-based power and automation technology group ABB has signed an order worth US\$390 million with the State Grid Corporation in China to build a key power link in 2004.

The 1,100 kilometer long, 3,000 megawatt transmission link is from the Three Gorges hydropower plant in central China to the coastal city of Shanghai. It will provide power to six million households.

It's part of the company's continuing expansion plans in China. "ABB China plans to hire 5,000 new employees and double its orders and revenues to US\$4 billion by 2008, overtaking Germany as our second largest market after the US," ABB chairman and CEO Jürgen Dormann said.

"Of our US\$18 billion in sales worldwide last year, around US\$2 billion came from China," said Dormann. "And of our 105,000 employees, 7,000 live and work here."

Nokia's High Hopes for 3G

By Xie Lixue

It is said that for every three people walking along the street, one is carrying a Nokia mobile phone. Although the saying is somewhat exaggerated, the fact is the Nokia brand has been number one in the global industry for the past six years and is the first choice for 73 percent of managers in Asia. In China, Nokia has several offices, four manufacturing bases, five global research centers and 4,500 employees around the nation.

In 2004, Nokia had total sales worth 29.2 billion euros and made profits of 4.3 billion euros, partly thanks to the efforts of its branch companies in China, India and Russia. In late 2004, the latest 3G intelligent mobile phone 6630 appeared on the market and became the best seller in west Europe.

David Ho, the president of Nokia (China) Investment Co., Ltd., said Nokia CEO Jorma Ollila had presented a goal for Nokia in 2005 which is to develop and promote ten new 3G mobile phones with cameras.

"The 3G market has a splendid future," he added. Although the Chinese government hasn't yet entitled a formal licence for 3G, Nokia is ready, thanks to its research center in Hangzhou and its planned global distribution center in Suzhou.

Gearing Up for 2008

Most of the multinationals with a presence in Beijing are involved in, or seeking to become involved in, Beijing's preparations for the 2008 Olympic Games. The Games offer unprecedented business opportunities on a truly global scale.

Telstra: Cooperation with BOCOG Goes Well

By Wang Fang

As the largest telecommunications company in Australia, Telstra was responsible for providing a full-range of telecommunication services during the 2000 Sydney Olympics and is an official advisor to Beijing for the 2008 Olympics.

Brian Pilbeam, president of Telstra Asia and CEO of Telstra China, says the history of Telstra's involvement in the Olympic Games is long and fruitful. "We have been involved in six Olympic Games, including summer and winter Games. There is probably no other international telecommunications operator that has such deep Olympic experience," Pilbeam told *Beijing Today*.

As an official advisor to BOCOG, "Telstra recognizes that the technical capability of Chinese carriers and the organizing committee are first class. Our advice is concentrated on the customer requirement, quality assurance and the integration of all communication services," he said.

He further introduced that in January 2005,

Serving Up for a Historical Mission

By Dong Nan

"The 2008 Beijing Olympic Games is the historical mission of Beijing and we want to be well prepared for that and do our best," said Jonathan Shih, general manager of Beijing McDonald's Food.

At the beginning of 2004, McDonald's signed a long-term contract with the IOC, under which it will sponsor the Olympic Games till 2012. Now Beijing McDonald's Food has already begun talks with BOCOG to discuss future cooperation.

Shih told *Beijing Today* that at the end of last year, top leaders of Chinese McDonald's and several high-ranking managers from McDonald's headquarters, including those who participated in the 2004 Olympic Games had

Air France's Gift for 2008 Olympics

By Zhou Ying

Air France intends to introduce its new Airbus A380 on Asian routes (Tokyo and Beijing) in 2008, one year after it debuts on North Atlantic routes (New York and Montreal), thus becoming the first European airline to offer customers the comfort and services of the new aircraft.

"The arrival of this new aircraft in just over two years will boost our fleet capacity and offer our customers an even higher level of service in terms of space, comfort and peace and quiet," said Jean-Cyril Spinetta, chairman of Air France at a news conference in January this year.

Marc Bailliart, general manager of Air France

Panasonic Clinches TOP VI Sponsorship Agreement

By Qiu Jiaoning

Matsushita Electric Industrial, best known for its Panasonic brand products, has signed an agreement with the International Olympic Committee (IOC) to renew its Worldwide Olympic Partnership for the 2006 Torino Olympic Winter Games and the 2008 Beijing Olympic Games.

Under this agreement, Panasonic continues its partnership with the Olympic Movement as Worldwide Official Partner in the category of Audio, TV and Video equipment, and Recording Media relating to Audio and Moving Images, including Broadcast and Professional use.

As part of The Olympic Partner (TOP) VI program, Panasonic's category has been extended to include Car Navigation Systems and related multimedia equipment. Panasonic will further extend its right to provide Security Systems to the Organizing Committees of the Torino and Beijing Games.

GE Sees Olympic Opportunity

By Annie Wei

The Olympic Games in Beijing 2008 is a great chance for China, for Beijing and for GE. GE's goal is to become a strategic partner with China. In May 2004, Jeffrey R. Immelt, CEO of GE signed an agreement with BOCOG to keep its sponsorship of the Games. GE hopes that people in China can find that GE is China's partner and would like to contribute to China's economic growth instead of an enterprise that only sells products here.

GE also is aware that every city that hosts the Olympic Games faces many challenges, such as construction of facilities and security. GE provides many

Motorola to Provide Security for Olympics

By Xie Lixue

"Motorola has cooperated with Olympic Games for over thirty years. In Athens, Motorola's Terrestrial Trunked Radio (TETRA), a special digital net group and a solution for the two-way wireless communication system, is used to guarantee the safety of the whole network," Edward Zander, chairman and CEO of Motorola Inc. said at a meeting of Beijing Mayor's Advisors.

Motorola will also provide TETRA for the Beijing Olympics, Zander said. The system can be used to direct and dispatch transportation in the city, to pro-



Brian Pilbeam
President of Telstra Asia and CEO of Telstra China Photo by Lou Qiyong



Jonathan Shih
General manager of Beijing McDonald's Food. Photo by Li Shuzhuan



Marc Bailliart
General manager of Air France China Photo by Lou Qiyong



Zhang Zhongwen
Vice chairman of Panasonic Corporation of China Photo provided by Panasonic



Edward Zander
Chairman and CEO of Motorola Inc. Photo provided by Motorola

VIEWS

English Language Skills Needed for Global IT Business

By Annie Wei

"China is a market full of potential and Beijing is the hub of that market. However China clearly needs to improve its workforce's English language skills. The 2008 Olympics will provide a useful experience with the English language problems," Chong M. Ng, managing director of EDS China, told *Beijing Today*.

"China's vast labor pool and low costs secured second place, after India. China lags behind India in terms of IT, management education, language skills and concerns about intellectual property and the experience of outsourcing. There is also a perception that China is ranked behind India in terms of IT and management training and international certification of its IT and contact-center operations," Chong said.

EDS China was founded in 1992. Today, EDS China is regarded as the world's most experienced outsourcing services company among the major industries in China.

Improving Traffic Flow

By Liu Zhaoxi

"I understand that after the SARS period, the number of vehicles increased rapidly in Beijing. But this is not the key reason for the traffic congestion. Inefficient traffic control is the main problem. Things will be much better if there is proper traffic control," Kazuhisa Kokune, chief representative and general manager of Mitsubishi Heavy Industries' Beijing Office, said to *Beijing Today*.

During his stay in Beijing in the past two and a half years, Kokune says he has seen the traffic situation deteriorate.

He said that good traffic control, such as a central supervision system and deviating traffic to circumvent accident sites, involves sophisticated technology and systems. With contacts in traffic control centers in large Japanese cities, Kokune is able and willing to organize a delegation to come to Beijing to give a comprehensive introduction of traffic control systems to related Beijing government agencies.

"I would like to do something to help Beijing resolve the traffic problem. It's good if there are business opportunities there, but I don't do this just for doing business," he said.

Coca-Cola Ready for Beijing Olympics

By Pan Hao

Coca-Cola regards being a sponsor of the Olympic Games as a great opportunity, both a development trend and a long-term strategy.

Encouraged by an expected jump in sales leading up to the Summer Olympics in Beijing in 2008, David Brooks, vice president of Coca-Cola China for Olympic Programs, forecasts the Chinese mainland will become the company's third largest market by then.

As early as 2001, Coca-Cola issued special souvenir cans when Beijing won its bid to host the Olympics in 2008, and in 2004 it launched 1 million Golden souvenir cans along with the government's announcement of the logo of Beijing Olympics 2008.

Escalating Business Opportunities

By Liu Zhaoxi

ThyssenKrupp held numerous talks with BOCOG and its contractors for the 2008 Olympic Games last year, according to Alfred Wewers, chief representative at ThyssenKrupp AG's China Representative Office.

The talks were part of ThyssenKrupp's efforts to win the contract to build the retractable roof for the National Stadium, the main venue for the 2008 Olympics.

The company has now turned its efforts to opportunities in the elevator business. The company produces elevators, escalators and various types of walkways. "This segment can offer the whole product range to venues like stadiums, subway stations and airports. So we think there will be a good chance for our company to become a partner for the Olympic Games," Wewers said.

Putting the Olympics on the Road

By Zhang Nan

BOCOG announced on June 1 last year that it had chosen Volkswagen China to be a Beijing 2008 Partner.

As part of its support for the 2008 Beijing Olympics, Volkswagen China will provide services and support by two brands of cars, Volkswagen and Audi.

Volkswagen Group China also raised its detailed plan and actions on helping realize a Green Olympics, Technical Olympics and Human Olympics in 2008. The plan includes providing cars that run on a combination of solar power and new clean fuel sources. The company will jointly develop newer and better fuel battery cars with its partners in China and develop various road safety projects.

Getting More from China

To promote their development in the China market and stay in line with domestic laws and regulations, most 2004 Fortune 500 companies have launched localization campaigns that include finding talented domestic employees, setting up joint ventures and offices and procuring more of their raw materials from domestic sources.

Chinese In, Japanese Out

By Nie Zhiyang

Nippon Yusen Kaisha Logistics and Megacarrier (NYK), the world's largest shipping company, has been running liner, tramp, global logistics and cruise services for 120 years. The Japan-based company has established 25 branches and offices around China, said Mr. Aoki Koichi, NYK's chief representative for China.

Localization is a high priority for NYK. "By increasing the number of Chinese staff members and reducing the number of Japanese staff members, we (Japanese) can soon go back to Japan," Koichi said.

"In order to help China educate talented people to work in the shipping and logistics field, we now offer scholarships to Shanghai Maritime University, Dalian Maritime University and Wuhan University of Technology, in addition to classes we offer to navigators and engineers."

Chinese that join the company can look forward to real support in developing their careers, yet another side of NYK's localization efforts. "We provide training to our Chinese staff members in Shanghai, where

NYK Line (China) Co., Ltd., and NYK Logistics (China) both have their headquarters, and even occasionally provide training at our company headquarters in Tokyo. In the end, we hope that all of this helps us cultivate some senior-level managers for the NYK organization here in China," Koichi said.

The drive to develop Chinese talent has already paid off. Its branch offices in Dalian, Ningbo, Nanjing, Guangzhou, and Xiamen are led by Chinese managers, and some managers at the headquarters in Shanghai are Chinese, he added.

The localization efforts also apply to materials sourcing. Koichi noted that NYK recently ordered two 175,000-ton bulk carriers from a Chinese maker, which will be the first Chinese-made ships in the company's fleet.

It is also setting up joint ventures. "NYKANJI Car Transportation Co., Ltd., a joint venture between NYK and Shanghai Auto Group, is the latest example," he concluded. "This is a historical event because we now have the edge in China's domestic automobile-logistics business."



Aoki Koichi
NYK's chief representative for China

Photo by Lou Qiyong

On the Wings of China's Aviation Boom

By Chu Meng

China's emergence over the past decade as one of the world's production centers and home to an increasing number of global brands such as Lenovo and Haier has led to explosive growth in the number of international business commuters and made China a key market for air carriers, Gregor Wende, chief representative for China of Germany's Lufthansa Group told *Beijing Today*.

"China provides Lufthansa a promising local aviation market, which impels us to get involved and share in the booming profits," Wende said.

He added that after China Aviation Association Corp (CAAC) was regrouped into three groups, Lufthansa found cooperation with domestic aviation counterparts was more productive than competition. That philosophy has become Lufthansa's main localization development strategy in Beijing and across China.

"Lufthansa Group is expanding its position within China's aviation market. The successful collabora-

tion of Air China and Lufthansa in China's largest aircraft-maintenance operation, Ameco Beijing, will continue for another 25 years," Wende said. "With the continuation of the joint venture, Lufthansa is both strategically and operationally well positioned in the Chinese market for the long term."

"Our collaborations with our Chinese partners have developed very well. In recent years, Lufthansa has acquired a market competence in China that will continue to pay off in the future. Mutual reliability, high professionalism and utmost fairness are the basis of the joint venture and the hallmarks of this successful Sino-German cooperation."

Air China would hold on to its 60 percent stake in Ameco Beijing and Lufthansa would continue to own the rest, he said. The company was slated to receive total capital infusion of \$100 million during the next four years to expand Ameco Beijing's maintenance services to meet the needs of the growing fleets of Air China and other domestic and international customers, Wende added.



Gregor Wende
Chief representative for China of Lufthansa Group

Photo by Chu Meng

Tapping Local Talent, Resources Pools

By Wang Fang

Stora Enso, a Finnish maker of publications and fine papers, packaging board and wood products with integrated paper, packaging and forestry operations, holds localization of raw material procurement as key to staying a strong player in the global market.

That strategy extends to the company's business in China. Markku Pentikäinen, president of Stora Enso's Asia Pacific division, called the investment climate in this country "supportive and active for investors on the central and local government levels."

Pentikäinen said the intention of his company's localization efforts was to use as many local people in as many jobs as possible. "As an example, we only have three expatriates in our Suzhou paper mill where we have altogether 670 people. The reason for this is very simple – Chinese people know best about the local environment and customers' needs," he explained.

"We also have the opportunity to offer international

scholarships and training for our Chinese employees working at our mills in Europe or the United States so that they can have the option to work elsewhere and have a wide perspective on their development."

As to raw materials, Pentikäinen said Stora Enso was determined to buy as much from within China as possible, a strategy he described as beneficial to the company and the domestic market. "However, we have to import pulp since there are not enough forests here," he conceded. "Not only us but all paper producing companies at home and abroad are also facing this problem."

To solve the forestation problem, Stora Enso began to plant eucalyptus trees in the Guangxi Zhuang Autonomous Region in 2002 with a Chinese partner.

Currently, Stora Enso operates seven offices in China – in Shanghai, Beijing, Zhengzhou, Chengdu, Shenzhen, Guangzhou and Hong Kong – and its annual sales volume of pulp, paper, paperboard and forest products surpasses 600,000 tons.



Markku Pentikäinen
President of Stora Enso's Asia Pacific division

Photo by Li Shuzhuan

Beijing is 'Brain City' of BASF

By Chu Meng

"BASF has not invested in Beijing, but the city is one of our most important research and development centers in the global range. BASF people have always called Beijing our 'brain city' since the company officially opened an office here in October 2000," Joerg Wuttke, chief representative of BASF (China) Co., Ltd. told *Beijing Today*.

Wuttke emphasized Beijing was a key location in BASF's research and development strategy in China. "Two cornerstones are the integrated petrochemical site (IPS) project in Nanjing and the TDI/MDI projects in Shanghai. BASF strives to meet customers' needs by transforming new scientific discoveries into innovative products and processes."

Just last October, the company signed a cooperation agreement with Beijing University of Chemical Tech-

nology to promote research and development in this country. "Research and development is investing in the future of the company, but supporting the development of local employees is equally important," Wuttke said.

He noted that the BASF Sino-German Research and Development Fund was established in May 1997 to support collaborations with Chinese universities and relevant institutes of the Chinese Academy of Sciences through grants and scholarships. The fund has so far supported 44 research projects and 1,048 postgraduates and undergraduates have benefited from 12 scholarship programs.

BASF and the Chinese Research Academy of Environmental Sciences were planning to sign an agreement to initiate strategic cooperation by jointly establishing a Mercedes-Benz M111 engine testing laboratory in Beijing, he said.



Joerg Wuttke
Chief representative of BASF (China)

Photo provided by BASF

Hilton Beijing Getting Chinese Facelift

By Qiu Lin

The Hilton Beijing hotel has started a major renovation and its new look will be more Chinese, said general manager Vlad Reyes.

Although the hotel underwent a renovation in 1998, it was "a minor effort" compared to the present one.

"This time we are changing every room. The guest rooms are all gutted out, with bare ceilings and bare walls left," noted Reyes.

The Hilton Beijing has commissioned the Singapore office of the US-based firm Hirsh Bedner to handle its new interior design.

"Their design is very contemporary with many Chinese elements," Reyes added. "We are using a

lot of Chinese window patterns such as on the headboards. It's really a way of having our guests to see the window to the world of Hilton."

"We are adding two private rooms, a wine cellar and a wine bar to our house restaurant. Also, since we are in China... we are changing our restaurant from a cafe to a tea house."

The hotel also planned to open the Zeta Bar, inspired by a famous water hole that first opened in the London Hilton, he said.

"We will be the fifth Hilton in the world to have a Zeta Bar," Reyes said.

The \$15 million renovation should be completed by the end of September.



Vlad Reyes
General manager of Hilton Beijing

Photo by Li Shuzhuan

VIEWS

Local Government Needs to Focus on Efficiency

By Liu Zhaoxi

"The Beijing government does things pretty slowly. It might be because the organization is too complicated," commented Kazuhisa Kokune, chief representative and general manager of the Beijing office of Mitsubishi Heavy Industries (MHI).

Last year, MHI signed a contract with the local government and other investors to set up a laundry joint venture. Soon after, the company moved to transfer funds from Japan to Beijing, only to find the local side had not set up a bank account in the city to hold the money. It has been another few months and the money needed to fund the joint venture is still waiting in an account in Japan.

Kokune added some laws seemed as if they were written by laymen and he was afraid that strictly following the letter of those laws, could result in lost efficiency. He expressed hopes the local government would pay attention to the problem and streamline its working methods.

Suggestion for Capital's Development

By Xie Lixue

Atsushi Kawasaki, manager of the Beijing office of Japan Energy, had many recommendations for how this city could develop into a greater economic power when he talked to *Beijing Today* on January 27.

"Many Japanese companies have the feeling that Beijing is the capital of the government and Shanghai the center of China's economy," Kawasaki said. "Therefore, the Beijing government should increase the publicity of successful businesses in the city and set up economic zones with flexible policies, like the Waigaoqiao area in Shanghai."

Japan Energy is interested in Beijing's development because it wants to make the capital a center of its business and recruitment in China. "We are exploring the business in Beijing and hope to seek more excellent local managers who can combine Japanese style with Chinese characteristics," Kawasaki added.

He suggested the city might do better with a more horizontal development strategy.

Alstom's Localization Strategy

By Liu Zhaoxi

Alstom is a global leader in infrastructure for power generation and rail transport. The company's strategy in China is to be a presence in the country's market and industry for the long term.

Toward that end, the company has established a program of training to develop its Chinese managers and created an industrial presence through joint ventures and cooperation with Chinese partners, by which Alstom can transfer its technical know-how and managerial expertise to China, according to Alain F. Berger, president of Alstom China.

Berger said Alstom's localization strategy had become the company's key success factor in China and the world. Technology transfer is important to that strategy, he added, and the company has become the largest technology supplier to the Three Gorges Project.

Hitachi Hot to Hire

By Qiu Jiaoning

In 2005, Hitachi is planning to hire a total of 250 domestic employees, specifically 210 technical engineers and 40 office clerks, for its 16 group companies in China. The recruitment drive will include holding joint job fairs at major universities and opening a Chinese-language website for job seekers.

The company has set similar plans for local hiring in fiscal 2006 and beyond.

Furthermore, in order to develop business based on a deeper understanding of Chinese society, Hitachi plans to promote outstanding local staff to management positions.

It will also establish a dedicated section to strengthen ties with the Chinese government and industry while striving to formulate business strategies that are premised on locally-led development and a human resource development strategy aimed at nurturing Chinese managers.

Intel's Steps to Go Local

By Nie Zhiyang

US-based Intel, the world's largest chip maker, has actively cultivated cooperative relationships with the Chinese government and domestic industries since it entered the China market in 1985, said Jennifer Liu, public relations manager for Intel (China) in Beijing.

In addition to its 13 branches offices in the Chinese mainland, Intel has also established research centers in Beijing and Shanghai to develop local talent and localize technology development efforts.

Another step in Intel's localization efforts was the establishment of cutting-edge semiconductor chip assembly and testing facilities in Shanghai's Waigaoqiao Free Trade Zone and in Chengdu, Liu said.

Benefits from Open Policy

China's WTO commitments have allowed 2004 Fortune Global 500 companies to make more profit, especially those involved in insurance, banking, autos, media, retailing and oil.

Opening up for Foreign Insurers

By Yu Shanshan

On December 11 last year, China lifted all geographical and business scope restrictions on foreign insurers as part of its WTO commitments. The government has opened up key market segments such as group insurance and annuities, as well as allowing foreign insurers to operate in all Chinese cities, although they will still need regulatory approval before new branches are set up.

Aegon to Open First JV branch in Beijing

Dutch insurance company Aegon is to set up the Beijing branch of AEGON-CNOOC, the first subsidiary company of the joint venture that Aegon Group formed with China National Offshore Oil Corp. The new branch will open in March in Beijing.

According to Chen Jun, Aegon's Beijing representative, the Beijing branch company will focus on life and pension insurance. Aegon has been assisting the Ministry of Labour and Social Security in pension insurance system reform for years. In the future, Aegon hopes to enter the annuity business, and Chen believes that foreign enterprises will be welcomed by the Chinese government into this market.

New York Life to Open Second JV Branch in Qingdao

Set up at the end of 2002 in Shanghai, Haier New York Life (HNYL) is the joint venture between New York Life, the largest mutual life insurance company in the US, and Haier Group, China's largest electric consumer appliances maker, each holding a 50 per cent stake. The company has enjoyed rapid growth in the highly competitive Shanghai

market. In 2004, it achieved 114 million yuan in sales, up from 80 million yuan in 2003.

The first HNYL branch in Chengdu opened two months ago, since when, according to Zhang Li, deputy general manager of Haier New York Life headquarters in Shanghai, the Chengdu branch has pocketed 9.5 million yuan. HNYL has handed in an application to open a second branch in Qingdao.

American International Assurance Goes Well in Beijing

By Sun Yongjian

Simpson Hsu, general manager of AIA Beijing, says he's happy with his company's performance over the last three years. Total sales income increased by 161 percent in 2004 from the year before, even though the overall domestic insurance market was weak.

The number of sales staff at the AIA Beijing Branch reached 3,800 by the end of 2004, from only 300 when the company started three years before. Despite this rapid expansion, all of the AIA sales staff have licenses issued by the state regulator.

Standard Life Opens first branch in Qingdao

Robert Knight, chief executive of Standard Life Asia, says his company had a very successful 2004, referring to Hengan Standard Life (HASL), the joint venture insurance company started with Tianjin's TEDA Investment Holding Company in December 2003 and opened in July 2004. According to Knight, approval has been obtained to open a new branch in Qingdao in April.

Foreign Media Companies Embrace New Policy

By Dong Nan / Qiu Lin

On November 16, the State Administration of Radio, Film and Television (SARFT) released Decree No.44, which enables foreign media groups to open joint ventures and cooperative enterprises with local partners to produce broadcast and TV programs. It soon met with favorable comments from foreign media companies in Beijing.

News Corporation to develop pay TV with local partners

Jamie Davis, President of News Corporation China, said it was a wise move by the authorities to develop pay TV as it can contribute significantly to the country's GDP, at the same time as enriching the quality of people's lives.

He said that to develop pay TV, localization is very important. "If the content is not relevant to local culture and not localized, audiences will turn off and of course will not be willing to pay for it."

Viacom one of the biggest beneficiaries

According to Li Yifei, chief representative of Viacom China, one week after the release of the decree Viacom announced a cooperation deal with Shanghai Media Group to open a new joint venture named the Eastern Nickelodeon, which will televise programs for children.

Li said that besides introducing US programs to Chinese audiences, the new joint venture will use local talent with the management of Viacom to produce localized children's programs based on Chinese culture.

Dentsu: an early bird

Early in April 2004, after SARFT allowed foreign investors to purchase minority stakes in film studios and engage in television program production, Dentsu set up a joint venture with Shanghai Film Group Corp. to import and produce programs, Shoichi Yamamura, chief representative of Dentsu China & Dentsu Asia said. "We intended to introduce some of the best Japanese animations into China when we set up the company," said Yamamura.

Beneficial Policies for Foreign Car Makers

By Zhang Nan

According to China's WTO commitments, quota restrictions on imported cars were canceled on January 1, and the government has made new policies on tax rates for imported cars.

Wang Rongxiang, the president of Volvo Car Corporation China, released that Volvo has announced price reductions for its S80 and XC90 models in order to let customers enjoy the benefit of this fall in tariffs.

Another part of the WTO agreement is for China's automotive financial services market to be opened to foreign companies.

Since the issue of management policies for automo-

tive financial companies on November 3, 2003, a number of companies have received approval to provide financial services for car buyers, including GMAC-SAIC Automotive Finance Co. Ltd, Toyota Motor Finance China Co. Ltd, Volkswagen Motor Finance China Co. Ltd, and Ford Credit Company.

These policies and changes brought by China's entry to the WTO have given foreign car companies more room and opportunities to expand their business.

BMW Group, for example, sold 15,480 cars in China's mainland in 2004. It also opened a new department for China last year, concentrating on business in China's mainland, Hong Kong, Taiwan and Macao.

Domestic Banks Face Competition from Foreign Lenders

By Sun Yongjian

China Banking Regulatory Commission (CBRC) stated on December 1 last year that according to China's WTO commitments, 18 domestic cities would shortly be allowing more foreign banks to offer RMB services.

Until last December, only eight foreign financial institutions, including Hong Kong and Shanghai Banking Corporation (HSBC), Standard Chartered Bank, the Bank of East Asia and the Bank of Tokyo-Mitsubishi, had received approval to offer RMB services.

"Ample preparations have been made to greet the com-

ing era, including training schemes for our staff. Besides, HSBC has established extensive cooperative relations with domestic commercial banks and the payment systems have been connected," said Justin Ting, the president of HSBC's Beijing branch.

"I believe Credit Suisse enjoys a very strong position in the country's financial markets," Urs Buchmann, managing director, Country Head China of Credit Suisse told *Beijing Today*. Buchmann also revealed that Credit Suisse will continue to develop its franchise in China's financial markets.

No Quality, No Quantity

By Zhou Ying

In line with China's WTO commitments, some sensitive service industries, such as construction and commercial wholesale and retail ended their transition periods and opened up to the outside world from December 11, 2004.

That means more and more retail trade companies will scramble for the market in Beijing.

At present, with only five chain stores, the pace of development at Hua Tang Yokado seems somewhat low. However, Director and General Manager Mugikura Hiroshi, explained that correct preparations before the launch of a new store is more important than opening it in a hurried fashion. "That is the way we guarantee the success of every

chain store," Hiroshi explained.

Hua Tang Yokado is a joint venture established in China in 1998 by Ito-Yokado, a Japan-based chain retail group of enterprises.

Hiroshi added that Hua Tang Yokado pursues quality instead of quantity. "Actually many developers have invited us to launch new chain stores, but we declined. It is not right to go outside Beijing, because we are not ready yet," he said.

As the general manager, Hiroshi insisted on welcoming the first group of customers in the Shi Lipu branch in Chaoyang District. "By doing so, I wanted to give our employees a lesson that we should put our customers in the first position," he explained.

Petrobras Talk Oil

the global energy market, and the US economy is recovering. The growth of these two leaders will ensure the prosperity of this field."

In the next two or three years, he predicted that the oil price will stay at US\$50-60, barring more wars or natural disasters.



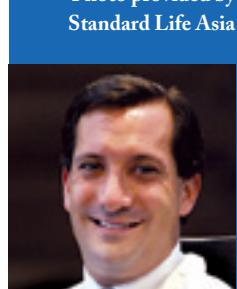
Chen Jun
Aegon's
Beijing chief
representative



Simpson
Hsu
General
manager of
AIA Beijing



Robert
Knight
Chief execu-
tive officer of
Standard Life
Asia



Jamie
Davis
President of
News
Corporation
China



Li Yifei
Chief repre-
sentative of
Viacom
China



Shoichi
Yamamura
Chief repre-
sentative of
Dentsu Chi-
na & Dentsu
Asia



Urs
Buchmann
Managing
director,
Country
Head China
of Credit
Suisse



Mugikura
Hiroshi
Director and
general man-
ager, Hua
Tang Yokado

VIIEWS

Make it Simpler

By Xie Lixue

"We're glad to see that the process of approving projects by the local administration has been simplified and now takes a shorter time," says Jay D. Sung, chief operating officer of SK (China).

"I still hope that the government will make the procedure more transparent to us. For instance, they can let us know how things are going and where we are during a seven-day approval. And an online system will help a lot," he added.

Compared with some other cities such as Shanghai and Guangzhou, entry barriers and preferential policies in Beijing have put off some foreign investors. "Opening up a new business in Beijing still needs lots of licenses and certificates. I know that's partly for Intellectual Property Rights reasons, but I have suggested that more flexible regulations could encourage more foreign corporations to come and bring Beijing many advanced technologies," he added.

Dentsu Frustrated

By Qiu Lin

Although Dentsu Beijing earned more than 250 million yuan last year, a 107 percent growth over 2003, the company still feels unsatisfied.

"Compared to the last few years, our revenue growth decreased in 2004," said Shoichi Yamamura, chief representative of Dentsu China & Dentsu Asia. "And I'm not very happy about it."

The main reason for this is that some Chinese clients have not paid up on time, Yamamura explained. In fact, some clients behaved so badly that Dentsu stopped doing business with them, including the famous Jianlibao Group, which is currently experiencing management problems.

Dentsu has filed a lawsuit against Jianlibao claiming 29.24 million yuan in advertising fees.

That some companies disregard their own credibility and default on payments is very harmful to the development of the advertising industry in China, Yamamura said. He also said that some of the local regulations were proving troublesome.

Credit Suisse Enjoys Chinese Banking

By Sun Yongjian

As a result of a direct interaction with its partners and clients in China extending over five decades, Credit Suisse already enjoys a very strong position in the country's financial markets, according to Dr. Urs Buchmann, Managing Director, Country Head China, Credit Suisse.

Given ongoing quantitative and qualitative growth of China's economy in conjunction with focused financial reform, Buchmann perceives attractive opportunities for foreign financial institutions in China ranging from commercial to investment banking as well as from wealth management to life insurance.

In response to the favorable conditions enjoyed, Credit Suisse will continue to develop its franchise in China's financial markets and to strengthen the extensive co-operation built with a wide range of partners ever since the bank entered into direct banking ties with institutions in the PRC in the mid 1950s.

Telstra Optimistic About Telecommunications

By Wang Fang

Telecommunications company Telstra anticipates China's new law for the sector to come into being soon, said Brian Pilbeam, the President of Telstra Asia and CEO of Telstra China.

"Telstra recognizes that the regulatory environment at present is not particularly favorable to foreign investors in telecommunications, but the environment is changing quickly and in a positive way for foreign participants," he said.

Talking about the development of China's telecom industry, Pilbeam said there were two principle issues to bear in mind. "The first is to recognize that the telecommunications industry is profitable, so it's worthwhile to provide high quality services. The second is to consider the customers and the requirements of different groups, such as government departments, major Chinese companies and multinational companies."

By Xie Lixue

Brazilian state-owned oil company Petrobras entered Beijing in May 2004. The company's chief representative in Beijing, Marcelo Castilho da Silva, expressed his satisfaction about how things are going to *Beijing Today*.

"China has gradually become the leading consumer in

Beyond Business

Outside doing business and developing the market, many 2004 Global 500 corporations focus on taking part in the community and different kinds of events in China, such as charity donations, sustainable development drives and other expressions of the less business-oriented sides of their corporate cultures.

DuPont Survived Suspicion

By Chu Meng

"DuPont did learn a hard lesson from widespread doubts about Teflon, a chemical used in coating non-stick pans, among Chinese consumers last year," Ren Yafen, administrative vice general of DuPont Greater China and general manager of DuPont (Beijing) Co. told *Beijing Today*.

In July 2004, the US Environmental Protection Agency (EPA) issued a complaint alleging the American chemical giant did not meet technical reporting requirements regarding PFOA, a chemical used in the manufacture of Teflon.

"PFOA is not Teflon non-stick coating. PFOA is an essential processing aid used by the industry across the world," Ren said, adding the EPA message was misinterpreted in China as a result of difficulties in communication across borders and cultures. DuPont took immediate

action to contact relevant government agencies at central and local levels as well as Chinese customers, consumer associations and the media to assure the public of the safety of Teflon coated non-stick cookware.

"I personally chatted with consumers around China via Sina.com on July 15 to clarify the misunderstandings in the marketplace," Ren said. On October 13 last year, the General Administration of Quality Supervision, Inspection and Quarantine announced its official testing results of major non-stick cookware brands in the market, which supported DuPont's position that its products were safe.

"We also respected the authority and commitment of the government to the food safety of Chinese people. Our ethical attitude gained us understanding from the government, customers, media and consumers. DuPont emerged from the issue stronger in China," she said.



Ren Yafen
Administrative vice general of DuPont Greater China and general manager of DuPont (Beijing) Co.

Photo provided by DuPont Greater China

Branding through Building

By Annie Wei

Computer Sciences Corporation (CSC) opened a new company with its brand name, CSC, in Beijing last July. Before that, the US-based firm did business in China through its Asia Pacific share-holding company CSA.

Perhaps not as well known in China as other IT products and service providers like IBM, CSC, a Fortune Global 500 company, has already built a strong brand reputation around the world.

"One of the primary reasons for opening the new, wholly-owned subsidiary in Beijing is to be able to promote the CSC brand in China," Tim Hilbert, chairman of CSC China said to *Beijing Today*.

Branding plays a crucial role in the IT field and in outsourcing, as business tends to expand as long as a brand does.

Also, Hilbert said CSC forecast good things for IT services in China's commercial sector, primarily in the financial services market, which is opening up.

"CSC's platform is independent and flexible and can use any type of hardware and software, compared with some companies who tend to incorporate only their own hardware and software into solutions. And CSC has many intellectual properties in many fields including banking, insurance, health care, taxation and social security," Hilbert said.

As a Fortune 500 company new to Beijing and facing the great opportunities of China's developing IT service market, CSC is scrambling to hire local staff throughout its departments, from senior management to legal experts, to make sure it is ready to compete.



Tim Hilbert
Chairman of CSC China

Photo provided by CSC

Disney Magic Coming Soon to HK

By Wang Fang

The first Disneyland Amusement Park in China, Hong Kong Disneyland, is set to open on September 12, organizers of the park and officials from the Hong Kong government announced in November last year.

Regional economists expect the opening of Hong Kong Disneyland to create an initial 18,000 new jobs, which should swell to 36,000 once the park is completely built and operational.

"The construction of Hong Kong Disneyland is a clear

sign of our long-term commitment to China. It will be a significant contributor to Hong Kong, southern China and the entire region's sustained economic growth and the development of the family tourism industry," said Tang Jun, Disney's vice president of China affairs.

"Hong Kong Disneyland will provide the region with a unique opportunity for families and friends from all ages to come together," added Tang, "in what people from all over the world have come to call 'the happiest place on earth'."



Tang Jun
Disney's vice president of China affairs

Photo provided by Disney

Looking for Local Women Managers

By Zhou Ying

Mugikura Hiroshi, director and general manager of Hua Tang Yokado, told *Beijing Today* in a recent interview that the company would have 10 chain stores in China by the end of 2007 and the new stores would likely start recruiting local women to work as managers in the near future.

Hua Tang Yokado is a joint venture established in China in 1998 by Ito-Yokado, a Japan-based chain re-

tail group of enterprises.

"There are only two Chinese managers in our five stores in Beijing, far fewer than I would hope," Hiroshi said.

What made him satisfied, he added, was that the five local managers were all women. "I really hope we will have more Chinese women managers in the future," Hiroshi said.



Mugikura Hiroshi
Director and general manager of Hua Tang Yokado

Photo by Li Shuzhan

Mass Messages at McDonald's

By Dong Nan

Jonathan Shih, former general manager of Shanghai McDonald's Food, was named general manager of Beijing McDonald's Food in October 2004.

Every week, no matter how busy he is, Shih tries to share stories with his staff about his ideas of management and service. The stories are posted at Beijing McDonald's central office and at every local outlet for his 6,000 employees.

In one story called "White Christmas" that Shih put out last Christmas Eve, he explained how as a southern Chinese, he loved Beijing's snow and recounted the first time he ever drove on ice. Taking it slow and cautious, he learned how to handle the danger.

Shih used the incident as an example of relying on sensitivity, dedication and vigilance to learn from one's

experiences and better serve customers.

"Where's the Boss" was a recollection of the manager of a beef noodle restaurant Shih used to frequent as a child. At the end of the tale, Shih told his McDonald's employees, "Our 'bosses' are the thousands of guests who enter our gates everyday and making them satisfied is the most important thing."

"Of course, I'd like to be able to personally communicate with all the 6,000 employees of Beijing McDonald's," Shih told *Beijing Today*, "but I did not have the time to do so. With these stories, I can share with them my experiences and my thoughts from daily details, to make them feel what I feel and begin to think about the service ideas behind my stories. That is another way to build corporate culture."



Jonathan Shih
General manager of Beijing McDonald's Food

Photo by Li Shuzhan

Airbus Vice President Confirms Order of Five A380s

By Chu Meng

Laurence Barron, senior vice president of France-based Airbus confirmed in Beijing this Thursday that China Southern Airlines ordered five 555-seat double-deck Airbus A380 planes at 1 am (Beijing time) in Paris last Saturday. The president of China Aviation Supplies Import and Export Group Corp was present at the ceremony.

"The massive transaction will be worth some \$1.4 billion according to catalog prices," Barron said in an exclusive interview with *Beijing Today* on Thursday. "The delivery date of the first two A380 planes will be the end of 2007, in order to guarantee supply for the heavy market demand of the 2008 Beijing Olympics. The other three will be delivered to China by the end of 2008 and 2009."

Barron added that Air China was in negotiations to order another two A380 passenger planes, mostly to

handle its international routes.

He also acknowledged that Airbus' rival Boeing had secured an order from China for 60 Boeing 7E7 Dreamliner planes worth more than \$7 billion just one hour after Airbus signed its deal. The planes will go to six Chinese carriers upon delivery.

Another new member of Airbus' competitive line-up is the Airbus A380 Freighter, for which the company had already received orders from FedEx, UPS and Lufthansa, Barron said. However, Chinese cargo carriers had shown little interest, he admitted.

"China will need about \$200 billion worth of new airliners in the next 20 years as the annual growth rate of China's aviation industry will top the world by staying at 7.3 per cent," Barron said. "We predict China will buy at least 1,300 airplanes for its arterial lines in the coming 20 years, including 100 or more A380 aircraft."



Laurence Barron
Senior vice president of Airbus

Photo by Tian Yufeng

Kimberly-Clark: A Different Presence in China

By Liu Zhaoxi

Kimberly-Clark China held charity sales on January 22 and 23 in nine cities nationwide, including Beijing, Shanghai, Nanjing, proceeds from which went to families in South Asia devastated by the December 2004 tsunami.

More than 300 Kimberly-Clark executives and employees voluntarily participated in the altruistic sales campaign in the nine cities.

The weekend push generated more than 500,000 yuan in total sales. On January 25, Errol Plowman, vice president of Kimberly-Clark Asia Pacific, presented a check in that amount to a representative of China's Red Cross.

In 1999, Kimberly-Clark adopted a panda in Chengdu, Sichuan Province, and named it Kimberly after the company's founder. After five years of support, Kimberly became a father in his own right last November. Kimberly-Clark has announced it will adopt the rare baby bear and continue to take care of Kimberly's whole family this year.

Hitachi Emphasizes Social Responsibility

By Qiu Jiaoning

Aware of its responsibilities as a corporate citizen in Chinese society, Hitachi China has been enthusiastic about bringing a more human touch to its social activities.

Hitachi has taken part in a number of charity initiatives in China over the years, such as sponsoring speech debates at leading Chinese universities, advocating the reduction of environment-affecting emissions in production processes and donating X-ray equipment during the SARS outbreak of 2003.

This year, Hitachi will launch the Hitachi Fellowship Program for Chinese researchers, which will send young Chinese researchers to Japan to conduct research and development. Hitachi hopes this will lay a sound foundation for future cooperation between Japan and China.

FedEx's Internal and External Cultures

By Pan Hao

An international cargo company with 137,000 employees in 220 countries and territories, FedEx has established distinct internal and external corporate cultures.

Internally, FedEx employs a management strategy known as PSP (people-service-profit) created by founder Fred Smith, which motivates staff by fulfilling their needs.

"Every staff member is entitled to \$2,500 in study support every year," Wilson Chung, managing director of FedEx China told *Beijing Today*.

FedEx also uses the SFA (survey-feedback-action) internal communication system to collect advice from all employees.

Externally, the company has taken part in many charity causes, such as its sponsorship of the SAFEKIDS Walk this way program.

Last year, FedEx China teamed up with SAFEKIDS to build a safer, walkable community in Shanghai and a similar project is slated to begin in Beijing this year.

Saving the Future

By Zhang Nan

Toyota has come up with the slogan "save the future" for its new environmental protection awareness campaign.

To do its share, Toyota is launching production of its environment-friendly Prius hybrid car in China this year and implementing the China Capital Circle Environmental Protection Demonstration Base project, begun in 2001 in cooperation with Chinese partners.

Under the two-part, six year initiative, Toyota and its partners have been planting trees in Fengning, a region of Manchu County, Hebei Province.

In April 2004, the partners began the second phase planting of trees on around 1,000 hectares. The purpose of the project is to protect the land from desertification and help local people out of poverty by making the area arable.

240 Companies in Beijing

After intensive communication and contacts, *Beijing Today* has finalized a list of the 240 of the 2004 Fortune Global 500 companies with a presence in Beijing.

Beijing's development momentum continues to grow, along with that of the rest of the country. China is now a market no one can ignore, and the appearance of the others is only a matter of time.

Rank	Company	Name of Beijing Branch	Beijing Operation
1	WAL-MART STORES	Wal-Mart Northern Part	Beijing Office
2	BP	BP (China) Holdings Ltd. Beijing Branch	Beijing Branch
3	EXXON MOBIL	Exxon Mobil (China) Investment Co. Ltd.	Beijing Branch
4	ROYAL DUTCH/SHELL GROUP	Shell Companies in China	Limited Company
5	GENERAL MOTORS	General Motors (China) Investment Co.	Beijing Branch
6	FORD MOTOR	Ford Motor (China) Ltd.	Beijing Office
7	DAIMLERCHRYSLER	DaimlerChrysler (China) Ltd.	China Investment Company
8	TOYOTA MOTOR	Toyota Motor (China) Investment Co., Ltd.	Investment Company
9	GENERAL ELECTRIC	GE (China) Co., Ltd.	Beijing Branch
10	TOTAL	Total Fina Elf (China) Investment Co., Ltd.	Investment Company
11	ALLIANZ	Allianz Beijing Rep. Office	Representative Office
12	CHEVRONTEXACO	ChevronTexaco China Energy Co.	Beijing Office
13	AXA	Group AXA China Region	Representative Office
14	CONOCOPHILLIPS	Conocophillips China Inc.	China Headquarters
15	VOLKSWAGEN	Volkswagen (China) Investment Co. Ltd.	Investment Company
16	NIPPON TELEGRAPH & TELEPHONE	Nippon Telegraph & Telephone Beijing Office	Beijing Office
18	CITIGROUP	Citigroup Beijing Branch	Beijing Branch
19	IBM	IBM China Co. Ltd.	China Headquarters
20	AIG	AIA Beijing Branch	Beijing Branch
21	SIEMENS	Siemens Ltd., China	China Headquarters
22	CARREFOUR	Carrefour Beijing & Tianjin Northern Region Office	Beijing Office
23	HITACHI	Hitachi (China) Ltd.	China Headquarters
24	HEWLETT-PACKARD	Hewlett-Packard China	China Headquarters
25	HONDA MOTOR	Honda Motor (China) Investment Co., Ltd	Investment Company
27	UNITED PARCEL SERVICE	UPS Beijing Rep. Office	Representative Office
29	ASSICURAZIONI GENERALI	Assicurazioni Generali Beijing Rep. Office	Representative Office
30	SONY	Sony (China) Ltd.	China Headquarters
31	MATSUSHITA	Panasonic Corp. of China	China Headquarters
33	NESTLÉ	Nestlé China Ltd.	Limited Company
36	NIPPON LIFE INSURANCE	Nippon Life Insurance Co.	Representative Office
38	DEUTSCHE TELEKOM	Deutsche Telekom AG Rep. Office	Representative Office
40	ALTRIA GROUP	Philip Morris(China)Investments Co., Ltd.	Investment Company
41	METRO	METRO Jinjiang Cash & Carry Co., Ltd.	Limited Company
43	ENI	ENI Co.	Beijing Office
44	MUNICH RE GROUP	Munich Re Group Beijing Rep. Office	Representative Office
45	CREDIT SUISSE	Credit Suisse Beijing Rep. Office	Representative Office
46	STATE GRID	State Grid Corp. of China	China Headquarters
47	HSBC HOLDINGS	HSBC Beijing Branch	Beijing Branch
48	BNP PARIBAS	BNP Paribas Beijing Branch	Beijing Branch
49	VODAFONE	Vodafone Beijing Office	Beijing Office
52	CHINA NATIONAL PETROLEUM	China National Petroleum Corp.	China Headquarters
54	SINOPEC	China Petrochemical Corp. (SINOPEC Group)	China Headquarters
55	SAMSUNG ELECTRONICS	Samsung (China) Investment Co., Ltd.	China Headquarters
56	KROGER	Beijing Office	Representative office
59	FRANCE TELECOM	France Telecom Beijing Rep. Office	Representative Office
61	ZURICH FINANCIAL SERVICES	Zurich Financial Services Co. Beijing Rep. Office	Representative Office
62	ELECTRICITE DE FRANCE(EDF)	EDF Asia Pacific Branch-China Division	Representative Office
63	BOEING	Boeing China	China Headquarters
65	TOSHIBA	Toshiba (China) Co., Ltd.	China Headquarters
68	DEUTSCHE BANK	Deutsche Bank Beijing Branch	Beijing Branch
70	UNILEVER	Wall's (China) Co.,Ltd.	Beijing Office
72	BANK OF AMERICA	Bank of America Corp. Beijing Branch	Beijing Branch
73	UBS	UBS Beijing Rep. Office	Representative Office
74	BMW	BMW AG Beijing Rep. Office	Representative Office
77	PFIZER	Pfizer Pharmaceutical Ltd.	Beijing Office
79	DAI-ICHI MUTUAL LIFE INSURANCE	Dai-Ichi Mutual Life Insurance Co.	Representative Office
82	MEIJI YASUDA LIFE INSURANCE	Meiji Yasuda Life Insurance Co.	Representative Office
84	ROYAL BANK OF SCOTLAND	Royal Bank Of Scotland Beijing Rep. Office	Representative Office
85	NEC	NEC (China) Co., Ltd	China Headquarters
86	PROCTER & GAMBLE	Procter & Gamble Technology Ltd. Co.	Limited Company
89	RENAULT	Renault S.A. Beijing Rep. Office	Representative Office
90	FUJITSU	Fujitsu (China) Co., Ltd.	China Headquarters
92	JOHNSON & JOHNSON	Johnson & Johnson Medical China	Beijing Office
93	DELL	Dell China Beijing Branch	Beijing Branch
94	ROBERT BOSCH	Bosch (China) Investment Co., Ltd Beijing Office	Representative Office
97	THYSSENKRUPP	ThyssenKrupp AG China	Representative Office
98	HYUNDAI MOTOR	Beijing Hyundai Co., Ltd	Limited Company
100	BASF	Basf (China) Co. Ltd.	Representative Office
103	SUMITOMO LIFE INSURANCE	Sumitomo Life Insurance Co.	Representative Office
105	TYCO INTERNATIONAL	Tyco International Ltd.	Beijing Office
109	PRUDENTIAL	Prudential Plc.	Representative Office
114	GLAXOSMITHKLINE	GlaxoSmithKline (China) Investment Co. Ltd.	Investment Company
115	MORGAN STANLEY	Morgan Stanley Dean Witter Asia	Representative Office
116	AT&T	AT&T Shanghai Office	Beijing Office
118	EADS (AirBus)	AirBus China	China Headquarters
119	SK	SK (China) Holding Co. Ltd.	Headerquarter of SK Corporation
122	NOKIA	Nokia (China) Investment Co. Ltd.	Investment Company
124	ROYAL PHILIPS ELECTRONICS	Philips (China) Investment Co., Ltd.	Beijing Office
125	DOW CHEMICAL	Dow Chemical (China) Investment Co., Ltd	Investment Company
127	GROUPE AUCHAN	AUCHAN Supermarket Beijing	Chain Stores
130	MICROSOFT	Microsoft (China) Co., Ltd.	China Headquarters
131	AEGON	Aegon Insurance Group	Representative Office
132	ALLSTATE	Allstate Insurance	Representative Office
134	LOCKHEED MARTIN	Beijing METSTAR Radar Co., Ltd.	Limited company
136	BT	BT China	Representative Office
141	UNITED TECHNOLOGIES	United Technologies	Representative Office
142	BARCLAYS	Barclays Bank Plc.	Representative Office
143	CNP ASSURANCES	Cnp Assurances Beijing Rep. Office	Representative Office
144	PETROBRAS	Petrobras Beijing Rep. Office	Representative Office
146	INTEL	Intel China Ltd.	Limited Company
147	LG ELECTRONICS	LG Electronics (China) Co., Ltd.	China Headquarters
148	ARCELOR	Beijing Arcelor International	Representative Office
149	ITO-YOKADO	Hua Tang Yokado Chain Stores	China Headquarters
151	MITSUBISHI ELECTRIC	Mitsubishi Electric (China) Co., Ltd.	China Headquarters
158	SOCIETE GENERALE	Societe Generale Beijing Rep. Office	Representative Office
162	PRUDENTIAL FINANCIAL	Prudential Insurance Co. of America Beijing Office	Representative Office
163	MERRILL LYNCH	Merry Lynch International Inc. Beijing Rep. Office	Representative Office
164	DUPONT	DuPont China Holding Co., Ltd.	Beijing Branch
165	CANON	Canon (China) Co., Ltd.	China Headquarters
167	GAZPROM	Gazprom Beijing Office	Beijing Office
169	SWISS REINSURANCE	Swiss Reinsurance Co. Beijing Branch	Beijing Branch
170	WALT DISNEY	The Walt Disney Co. (Shanghai)	Shanghai Office
171	MOTOROLA	Motorola (China) Electronics Co. Ltd.	China Headquarters
173	PEPSICO	Pepsico China	Representative Office
176	VIACOM	Viacom China	Representative Office
178	SPRINT	Sprint Shanghai Office	Representative Office
182	NIPPON STEEL	Nippon Steel Trading Co.	Representative Office
183	AMERICAN EXPRESS	American Express China Beijing Branch	Beijing Branch
184	MAZDA MOTOR	Mazda Motor Corp. Beijing Rep. Office	Representative Office
185	NEW YORK LIFE INSURANCE	New York Insurance Beijing Rep. Office	Representative Office
193	NOVARTIS	Beijing Novartis Pharma Ltd.	Limited Company
200	RABOBANK	Rabobank Beijing Rep. Office	Representative Office

Rank	Company	Name of Beijing Branch	Beijing Operation
201	A.P. MOLLER-MAERSK GROUP	Maersk (China) Shipping Co., Ltd.	Limited Company
202	GOLDMAN SACHS GROUP	Goldman Sachs (China) L.L.C.	Beijing Office
205	ROCHE GROUP	Roche Group Beijing Office	Beijing Office
206	HONEYWELL INTERNATIONAL	Honey (China) Investment Co., Ltd	Investment Company
207	ABB	ABB (China) Ltd.	China Headquarters
209	CATERPILLAR	Caterpillar (China) Investment Co.	Investment Company
210	TUI	TUI China Co. Ltd	Limited Company
212	VOLVO	Volvo Cars Beijing Office	Beijing Office
213	DENSO	Denso (China) Investment Co., Ltd.	Limited Company
214	FUJI PHOTO FILM	Fuji Photo Film (China) Investment Co. Ltd.	Beijing Branch
217	MITSUBISHI TOKYO FINANCIAL GROUP	Mitsubishi Tokyo Financial Group Beijing Branch	Beijing Branch
218	INGRAM MICRO	I-Channel Electron Science & Technology Co. Ltd.	Beijing Office
221	FEDEX	Fedex-DTW. Co.	Beijing Office
224	MITSUBISHI MOTORS	Mitsubishi Motors Beijing Office	Beijing Office
225	SANYO ELECTRIC	Sanyo Electric (China) Co., Ltd.	China Headquarters
227	JFE HOLDINGS	JFE Holdings Beijing Office	Beijing Office
229	ALCOA	Alcoa Asia Ltd. Beijing Ofcice	Beijing Office
231	STANDARD LIFE ASSURANCE	Standard Life Assurance Co.	Representative Office
232	ELETTRONIC DATA SYSTEMS	EDS China	China Headquarters
233	BANK ONE CORP	Bank One Corp. Beijing Branch	Beijing Branch
237	COCA-COLA	Coca-Cola (China) Beverage Ltd.	Beijing Branch
238	MITSUBISHI HEAVY INDUSTRIES	Mitsubishi Heavy Industries	Beijing Office
239	BRISTOL-MYERS SQUIBB	Bristol-Myers Squibb Beijing Office	Beijing Office
241	CHINA LIFE INSURANCE	China Life Insurance (Group) Co.	China Headquarters
242	CHINA MOBILE COMMUNICATIONS	China Mobile Communications Corp.	China Headquarters
243	ICBC	Industrial & Commercial Bank of China	China Headquarters
248	AVENTIS	Sanofi Aventis	Representative Office
249	SHARP	Sharp Corp.	Beijing Office
251	WEYERHAEUSER	Weyerhaeuser Beijing Office	Representative Office
253	BRITISH AMERICAN TOBACCO	British American Tobacco China Beijing Office	Beijing Office
254	ABBOTT LABORATORIES	Abbott Laboratories Beijing Office	Beijing Office
255	ALSTOM	Alstom (China) Investment Co. Ltd	Investment Company
256	SUZUKI MOTOR	Suzuki Motor Corp. Beijing Rep. Office	Representative Office
257	CHINA TELECOMMUNICATIONS	China United Telecommunications Corp.	China Headquarters
260	LANDESBANK BADEN-WURTTEMBERG	Landesbank Baden-Wurttemberg Beijing Rep. Office	Representative Office
263	SAMSUNG LIFE INSURANCE	Samsung Life Insurance Co.	Representative Office
264	BANCO BILBAO VIZCAYA ARGENTARIA	Banco Bilbao Vizcaya Argentaria Beijing Rep. Office	Representative Office
265	KOREA ELECTRIC POWER	Korea Delectric Power Beijing Office	Representative Office
266	BERTELSMAN	Bertelsmann 21 Century Book Chain Co., Ltd.	Limited Company
268	CISCO SYSTEMS	Cisco System (China) Networking Technology Co.Ltd.	Limited Company
269	ASTRAZENECA	AstraZeneca China Beijing Office	Beijing Office
270	SINOCHEM	Sinochem Corp.	China Headquarters
272	CIGNA	CIGNA Corporation Beijing Rep. Office	Representative Office
278	ADECCO	Adecco Beijing Branch	Beijing Branch
281	3M	3M China Beijing Rep. Office	Representative Office
282	CENDANT	CYTS Cendant International Travel Co., Ltd	Limited Company
285	UNICREDITO ITALIANO	Unicredit Italiano Beijing Rep. Office	Representative Office
287	LUFTHANSA GERMAN AIRLINE	Lufthansa German Airline Beijing Office	Representative Office
288	MICHELIN	Michelin (China) Investment Co., Ltd. (Shanghai)	Beijing Office
290	JAPAN TOBACCO	Japan Tobacco Inc. Beijing Rep. Office	Representative Office
295	NEWS CORP	News Corp. China	Representative Office
300	COMMERZBANK	Commerzbank Beijing Rep. Office	Representative Office
301	LEHMAN BROTHERS HOLDINGS	Lehman Brothers Holdings Inc. Beijing Office	Beijing Office



Rooster Heralds an Auspicious Year

By Peng Juan

The coming lunar year 2005 is the Year of the Rooster. Among the twelve symbolic animals, namely rat, ox, tiger, rabbit, dragon, snake, horse, sheep, monkey, rooster, dog and pig, the rooster ranks tenth.

The rooster is not only beautifully adorned with a blood-red crown, full-grown feathers and rich colors. His crow signals the break of dawn and the beginning of a fresh start, driving away the ghosts and evil spirits of the night. As the only creature of the Chinese zodiac with wings, he is regarded as the messenger that connects the two worlds of heaven and earth.

The rooster is associated with five virtues: knowledge, military expertise,

courage, benevolence and credibility. His crest, *guan*, means coronet and represents the pen, the symbol of knowledge, while his claw symbolizes the sword of military skills. When confronted by an enemy, the courageous rooster fights till the end without retreat. When he finds food he shares it to show his benevolence. As the harbinger of dawn, he demonstrates his credibility by crowing at daybreak, never early or late.

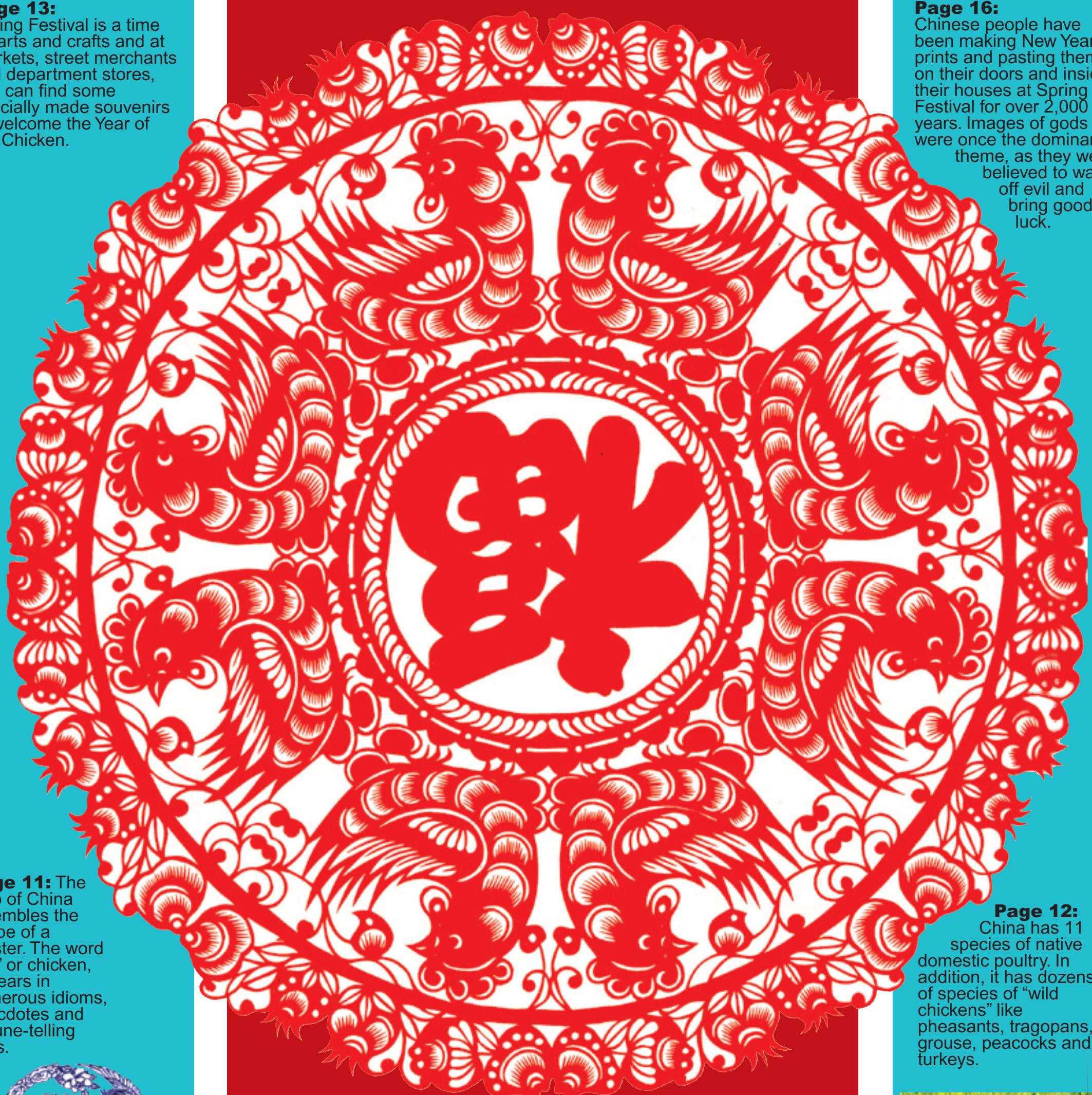
The rooster is hailed as an extremely auspicious creature, since the Chinese pronunciation, *ji*, is a homonym for "auspicious." To greet the coming auspicious year of 2005, *Beijing Today* offers our readers this special issue of the rooster.



Page 13:
Spring Festival is a time for arts and crafts and at markets, street merchants and department stores, you can find some specially made souvenirs to welcome the Year of the Chicken.



Page 16:
Chinese people have been making New Year's prints and pasting them on their doors and inside their houses at Spring Festival for over 2,000 years. Images of gods were once the dominant theme, as they were believed to ward off evil and bring good luck.



Page 11: The map of China resembles the shape of a rooster. The word "鸡," or chicken, appears in numerous idioms, anecdotes and fortune-telling tales.



Paper cuts by Sun Erlin



Page 12:
China has 11 species of native domestic poultry. In addition, it has dozens of species of "wild chickens" like pheasants, tragopans, grouse, peacocks and turkeys.



Rooster Rituals

By Peng Juan

Scratching for a zodiac spot

The rooster is the only domesticated fowl used to symbolize a lunar year. According to ancient legend, that is because when the mythical Jade Emperor of Heaven was creating the zodiac, he only took into consideration animals that made contributions to human society and not domesticated creatures like roosters. One day, upon seeing a horse with a golden saddle on its back petted and adored by human beings, the Rooster King became very jealous.

The horse told him, "It is not difficult to win the love and esteem of human beings if you honestly try to do something for them. You were born with a good voice. If you use it correctly, you may be able to do something for people."

Enlightened, the Rooster King went home and thought hard about what he could do with his voice. Finally, it dawned on him that he could use his golden call to wake people from their slumber at daybreak. From then on, he got up very early every morning and sang at the top of his voice, arousing people from their deep sleep. The people were grateful, but to the rooster's chagrin, the Jade Emperor of Heaven still refused to consider poultry proper for the zodiac.

Late one night, the Rooster King's spirit flew to the Heavenly Palace and tearfully complained to the Jade Emperor. The Jade Emperor stopped to reconsider his anti-poultry policy and realized that the rooster had done people a great service. Acknowledging that his standard for conferring the animals of the zodiac was not perfect, the Emperor picked a red flower and placed it on top of the rooster's head to comfort and commend him.

The next day, with the red blossom still atop his head, the Rooster King visited the Four Great Heavenly Kings, who upon recognizing the imperial red flower allowed him to take part in the ranking of the 12 zodiac animals.

When the day for the final ranking of the zodiac arrived, the rooster and the dog got up at the same time and headed for the competition together. Steps away from the Heavenly Palace, the rooster, fearing the dog might get ahead of him, sprinted and flew ahead of the dog. By the time the dog realized what was happening, the rooster had taken the 10th seat on the cycle and the dog was forced to sit behind him. Ever since, the dog has been angry with the rooster and chases the rooster whenever he sees him. That lingering enmity can be seen today, as dogs regularly chase after roosters. The rooster was so ashamed of his behavior that his face turned red and has stayed that way since.

Lucky charms

Han people in northwest China and eastern Shandong Province have the custom of wearing a "spring rooster" ornament at Lichun, the official first day of spring, which fell on February 4 this year. The ornament is diamond-shaped and made of shreds of cloth and stuffed with cotton. It is pinned on the left sleeves of children's clothes to bring good fortune in the New Year. At the end of Spring Festival, usually the 16th day of the first lunar month, the ornaments are cast away at a temple fair.

In the Jinhua area of Zhejiang Province, there is a custom of wearing a "rooster heart packet" on

The coming lunar year is the Year of the Rooster. Among the 12 animals of the Chinese zodiac – the rat, ox, tiger, rabbit, dragon, snake, horse, sheep, monkey, rooster, dog and pig – which represent the 12 earthly branches used to denote the year of one's birth, the rooster ranks tenth. Each animal of the zodiac has an appointed two hours of every day, and the rooster's is 5 to 7 pm, a period known as *you*, when the bird is supposed to take a short rest.

In ancient China, there were many customs related to the rooster and today rooster-related customs still abound. For example, the first day of the first lunar month is named "the day of the rooster." Killing or harming roosters is prohibited and feeding is done in a more humane way than normal.



A hen used to be a regular part of bridal parties in Shandong Province thought to bring good luck to a young woman's new family.

Dragon Boat Festival. To make the item, a piece of red cloth is filled with rice, tea leaves and realgar (a natural mineral) powder. It is hung around children's necks to ward off evil and bring good luck. The Chinese word for "rooster heart" – *jixin* – has the same pronunciation as the word for "good memory", so parents make kids wear "rooster heart packets" to impress on them the importance of studying well so they can forge strong memories, clear minds and bright futures.

In olden days, the people of the Fufeng area of today's Shaanxi Province had a custom of putting a cloth printed with the image of a rooster around children's arms to protect them from illness later in life.

Spilling blood

In some parts of Henan Province there is a custom of killing a rooster on October 1, an act believed effective in scaring away ghosts. Legend has it the King of Hell releases ghosts on that day and does not call them back until the Festival of Pure Brightness (around April 4). The people in those areas believe ghosts fear rooster blood, explaining the sac-



Cockfights used to be popular around China, but now are mostly isolated to remote areas.

Illustrations provided by Beijing Yang Xin Hutong Art Studio

the male chicken was beaten senseless to symbolize the bride would not be bullied or humiliated by her husband's family. But the two birds were not killed after the wedding ceremony and therefore had the name of "longevity chickens."

In the "bride bowing with a rooster" custom indigenous to China's southeastern coast, a bird actually replaces the groom. The two sides of a wedding usually choose in advance a red-letter day to tie the knot. If the bridegroom is fishing at sea and cannot come back on time for the wedding, his party will choose a rooster to perform bows with the bride. The bird complies because the bridegroom's younger sister or a groomsman presses its head down. After the ceremony, the rooster is closed in the bridal chamber with a red cloth tied to its neck and fed rice. When the real bridegroom returns, the rooster is set free.

In some parts of central China's Hunan Province, people have the custom of presenting "leave-mother chicken meat." Prior to his wedding day, a groom will present some chicken meat to the bride's family, particularly to her mother, to bid farewell – hence the name.

Dangerous games

Cock fighting is a centuries-old tradition in China that has slipped in popularity in many places but has been kept alive in remote areas among Han people and some ethnic minority groups in Yunnan Province.

Fighting roosters are bigger and taller than ordinary ones and distinguished by the absence of crests and wattles. They can come in a wide variety of colors. In Kaifeng, Henan Province, cockfights are held on the 22nd day of the first lunar month of each year at a large, walled venues. Cock owners show up, roosters in hand, and wait for their birds to get their chance while gamblers on the sidelines place their bets.

Before things get down and dirty, roosters are matched for competitions depending on height and weight. The feathered fighting machines are bred on highly nutritious foods like wheat, red rice, black rice, grapes and egg whites and put through exercise programs to keep in fighting shape. Bouts can be over in a flash or last hours – either way, they end when one rooster kills or severely injures the other.

Exotic edible gifts

Among the Bai minority people who live around Dali, Yunnan Province, there is a popular custom of "giving rooster-rice gifts," divided into two forms of single and double gifts. The single version includes a jug of wine and a fat rooster, and the double a jug of rice wine, a jug of seed grain and two fat birds. Such gifts are exchanged by close relatives on big occasions, such as weddings, the birth of a baby or completion of a new home.

In villages of the Miao people in Guangxi Zhuang Autonomous Region, presentation of a plate of "rooster heart" is said to be a sure sign of real friendship. Hosts usually treat respected guests with rich dinners including a delicious stew of a whole male chicken. If the heart is still intact in the pot after all the meat and soup are finished, the host will regard the guest as a blood brother and treat him to another dinner the next day to celebrate their status. If the guest eats the rooster heart, he will never be invited to another "reunion" dinner held by that host.



Rooster Symbols in China



龙凤呈祥

long feng cheng xiang

– an auspicious
match of dancing
dragon and phoenix

By Xie Lixue

In the Spring and Autumn Period, the King Mu of the State of Qin had a little daughter, called Nong Yu. When she had grown up, she was pretty and smart, but disliked the rules and etiquette of the imperial court. She often stayed in her boudoir and played the bamboo flute and the Sheng, a reed pipe wind instrument.

One night, she played the Sheng, and heard her beautiful music being accompanied by songs, which lasted for several days. So she told her father and sent people to find who was that person. At Huashan Mountain, they found a young hermit called Xiao Shi, who lived at the Mingxing cliff. Later, they brought this young man to the court.

When Xiao Shi played the music, it seemed that the golden dragon and colorful phoenix came alive and flew around the court. Xiao Shi and Nong Yu married and played their music together, attracting the dragon and phoenix to dance with them.

Among China's traditions, there are many patterns with dragons and phoenixes. Usually, the dragon is above, opening his mouth and turning his head back to look at the phoenix. The phoenix is flying and looking up at the dragon.

Nowadays, people use this expression to describe couples that are a good match for each other.



凤凰涅槃

feng huang nie pan
– Phoenix Nirvana

By Xie Lixue

According to the legends of ancient China, there lived a magical bird, called a phoenix. When it reached the age of 500, it made a pyre of fragrant wood and burnt itself for the sufferings and hatred of reality. Then from the dead ashes, it returned to life, immortal and with a fresh and extraordinary beauty.

This bird is well known as the Feng Huang Bird. The Feng is the male, and the Huang is the female. They are the essence of fire and were born on the Mount Danxue.

Now this expression is used to describe how when people meet failures and are reduced to rock bottom, they are encouraged and gain confidence again to overcome and face the new day with a bright attitude.



杀鸡取卵 (sha ji qu luan):

One who cannot wait and kills a hen to get the egg, referring to those who are too nearsighted about profits and have no broader and longer view.



闻鸡起舞 (wen ji qi wu):

In the Jin Dynasty, a man named Zu Ti was determined to make a contribution to his country. Everyday, he got up early as soon as he heard the cock crowing and started to exercise to strengthen his body. This word is used to refer to the strenuous activities of people with lofty ideals.



家鸡野鹜 (jia ji ye wu):

In the Jin Dynasty, Yu Ji and Wang Xizhi's calligraphy were very popular. Gradually, Wang's calligraphy became more popular. So Yu compared his calligraphy to chicks feeding and compared Wang's to widgeons. So, "jia ji ye wu" is used to describe calligraphy of different styles.



凤凰飞 (feng huang yu fei):

When the male and female phoenixes fly side by side, their wings whistle with the wind. The word can be used to describe a happy and harmonious marriage.



鸡犬不宁 (ji quan bu ning):

Chickens and dogs are terrified, referring to disturbances so serious that no-one can escape.



比翼齐飞 (bi yi qi fei):

Male and female phoenixes fly in the sky together, referring to a good marriage, enabling a couple to develop throughout their whole lives.

By Xie Lixue

Overview: conservative, warm-hearted, beautiful, honest, and humorous, but sometimes arrogant and idolatrous.

People born in the year of the rooster are supposedly good at reading other people's minds. And no matter what accidents or emergencies appear, they can immediately handle them with feasible solutions. They are also sociable and get on very well with new and old friends.

They are intelligent, but not cunning. So their managers place great expectations on them. But if they set unrealistic goals, they will probably encounter failure.

In schools or offices, they often clear up and make everything neat and tidy, but at home, their rooms are a mess.

People born in the year of the rooster like to use exaggerated words and expressions. They are fond of talking about people they know and believe that a presentable appearance is important in life.

Adventures and traveling are their favorite activities in their

Characteristics of People Born in the Year of Rooster

spare time. They are willing to help others and even sometimes will be too warm-hearted. They are not social climbers and are indifferent towards authority. If you are upset, they will tell you jokes and interesting stories. Their inclination towards creative and original things is strong. Although they have talent for arts, music, and literature, few of them are professional in those fields. They are sensitive and aware of the future. This enables them to make detailed plans. For women, they care about fashionable make-up and clothes, and have a good sense of color.

Fortune in the Year of Rooster

By Xie Lixue

Overview: this year, great conflict and contradictions will emerge in the lives of people born in the year of the rooster. Their moods and emotions will go up and down, and they will subconsciously anticipate bad things happening. Because three evil stars, Jianfeng, Fushi and Sanxing, appear, so they will easily hurt their hands and feet. Fortunately, three lucky stars, Jiangxi, Suijia and Jinkui, will give the opportunity for promotion and a higher salary.

Luck in love:

Because of emotional anxiety, people will cry without reason, especially the 24-year-old men and women. If any of them plan to marry, this year is the

best time and happiness will reduce misfortune.

Luck in money:

Despite the presence of the evil stars, the signs are good for making money. Under the fortune of the Jianfeng Star, drivers can earn a lot of money by changing or fixing cars. In spite of weakness in terms of health and spending money in hospital, income will be greater than expenditure.

Luck in career:

There will be some changes in career development, but not bad ones. For students, they may experience difficulties with exams. For employers, small changes will happen, such as moving, change of boss or merger, offering great opportunities for promotion. Not showing off will help a lot.

Luck in health:

This will not be a good year in terms of health for people born in the year of the rooster. So great care must be taken when going out, playing sports and in terms of diet.

Luck in making friends:

Because of bad temper, people born in the year of the rooster will easily offend others. Thus, they need to remind themselves to keep calm and be positive.

Name that Chicken

By Zhao Hongyi

Though we have many species of chickens today, mostly produced by the means of crossbreeding and even gene-modification, only 11 species are native to China. This means they are unique in gene structure to China, according to the Chinese Academy of Agricultural Science.

**Da Gu Ji (大骨鸡):**

Available only in Liaoning Province. Strong in health and size and excellent for meat and eggs. Its large eggs are famous nationwide.

**Beijing Fatty Chickens (北京油鸡):**

Though not so big in size, Beijing Fatty Chicken is a popular source of chicken meat. It almost became extinct in the middle of the last century but was protected in the 1950s and is now one of the most precious local species in China.

**Henan Dou Ji****(Henan Fighting Chicken 河南斗鸡):**

China has many types of fighting chickens, including those in Shandong, Hebei, Fujian and Taiwan. But the most famous is in Henan Province. Henan Dou Ji is the largest in size. It has a strong chest, arms and legs, and is ferocious and easy to breed. Scientists have studied Henan Dou Ji to produce better chickens in terms of health and meat.

**Lang Shan Ji****(狼山鸡):**

Originated in Jiangsu Province. Strong health and high production in meat. In 1872, Lang Shan Ji was introduced to the UK and was used in the production of the world famous Orpington chicken. After that, it was introduced to the US, Germany and Japan. Today, with the introduction of overseas species, Lang Shan Ji is decreasing in numbers and only 2000-3000 exist.

**Gui Fei Ji (Concubine Chicken 贵妃鸡):**

This type of chicken originated from Shanxi Province. A tale says that over 1,000 years ago in the Tang Dynasty, Emperor Xuanzong and his concubine, Yang Guifei, ordered a dish of "the meat flying in the sky" one time when they were drunk. The royal cooks did not have "the meat flying in the sky" immediately to hand, so they produced a dish using the native chickens. The emperor and his concubine were fully satisfied and named the dish "Gui Fei Ji".

**Cha Hua Ji****(Camellia 茶花鸡):**

A strong and active chicken found only in the small tropical area of Xishuangbanna in Yunnan Province. It prefers to stay on tree branches, runs fast and is seen in farmers' yards. The cock looks like the local camellia when it crows, hence the name.

**Zang Ji (藏鸡):**

A chicken only available in Tibet, strong and well adapted to the high plateaus, and with unique, well-preserved genes. Zang Ji cannot be bred on a large scale.

**Xiao Shan Ji (萧山鸡):**

Also called "San Huang Ji" in Shanghai, because of its yellow feathers, neck and feet. Originating in Xiaoshan County, Zhejiang Province, it has been bred for over 2,000 years. Xiao Shan Ji has excellent meat and high production of eggs. It is also the major type of chicken consumed in Hong Kong.

Photos provided by the Institute of Poultry Science & Technology, Chinese Academy of Agricultural Sciences

**Lu Yuan Ji****(鹿苑鸡):**

Originating in Jiangsu Province, Lu Yuan Ji is also called "Si Huang Ji" because of its yellow beak, feather, skin and feet. It is also the only chicken used in the famous "Jiaohua Ji" dish.

**Lu Hua Ji (芦花鸡):**

Originating in the west of Shandong Province, Lu Hua Ji is famous for its strong and healthy figure, its use in many food recipes and high egg production. It is one of the most popular chickens among farmers. It is commonly seen in the rural areas of North China and has become a symbol of village life. The name often crops up in literature about rural society and life.

**Si Yu Wu Gu Ji****(丝羽乌骨鸡):**

It has excellent white feathers, black skin and bones. It is part of a traditional Chinese medicine, particularly helpful for women recovering from pregnancy.



Wild Chickens

By Zhao Hongyi

Aside from the various kinds of poultry chickens, China also has pheasants, tragopans, grouse, peacocks and turkeys, mainly in the west of the country. Due to ignorance, people often refer to them as 'wild chickens'. Here are some of the correct names:

Golden Pheasant**(红腹锦鸡):**

Also known as Golden Cock in China. Seen in the wild in the 600-1800-meter-high rocky hills and bosk in Qinghai, Gansu, Shanxi, Sichuan, Guizhou, Hubei, Hunan and Guangxi.

**Lady Amherst Pheasant****(白腹锦鸡):**

Living in the 2000-4000-meter-high rocky mountains and mountainous bosk and short-bamboo forest in Tibet, Sichuan, Guizhou, Yunnan and Guangxi.

**Satyr Tragopan****(红胸角雉):**

Living in the 2300-4250-meter-high mountains in the Himalayas.

**Brown Eared Pheasant****(褐马鸡):**

Found in the bosk and arbor hills in Shanxi, Hebei, and around Beijing.

**White Eared Pheasant****(藏马鸡):**

Living in the high mountains of the taiga and bosk in Tibet, Qinghai, Sichuan and Yunnan.

**Elliot's Pheasant****(白颈长尾雉):**

Living in the 300-1000-meter-high hills and valley jungles in Anhui, Zhejiang, Fujian, Jiangxi, Guangxi and Guangdong.

**Peafowl (孔雀):**

Peacocks are divided into Grey Peacocks, Green Peacocks and White Peacocks. They live in the tropical evergreen broadleaf forests and bamboo forests from east India, Southeast Asia to the southern part of Yunnan in China.





Shopping in the Year of the Chicken

By Wang Yao

Spring Festival is a time for arts and crafts and at markets, street merchants and department stores, you can find some specially made to welcome the Year of the Chicken.

Chicken Figurines



Chicken figurines can be found in the form of boxes, photo-frames and cups. The chicks are colored lemon yellow, which looks sweet. Some say when they see the chicks they think they are soft and delicious puddings! That's probably because of the bright color. You can find sets of four, representing cakes, hearts, wings and letters, with the following meanings: happy birthday, love, angels and ideas. There are also lovely photo frames. Some are in the shape of a heart and contain pictures of young lovers. There are other traditional chicken images in the frames, such as Plutus (the god of wealth) sitting on a cock; this one has always been popular as a festival gift. (25 - 38 yuan)

Where: No. 279-284, 5th floor, So Show, 40 Chongwenmenwai, Chongwen

Open: 9 am - 8 pm

DIY Soap Chicken



Just about any material could be used to symbolize the happiness of the chicken year and fancy soap is no exception. The DIY Fancy Shop offers many kinds of soap in the shape of a chicken, including cartoon chicks, chicken of the year, hens and cocks. The images can be either flat or three-dimensional, and the soap can be either transparent or opaque. People can select the aroma they like and can also ask for soap to be specially made with particular colors and shapes. You can even have your name and photo modelled onto the soap. (30 - 50 yuan).

Where: DIY fancy soap studio, B2-A-28, 77th street, Xidan, Xicheng

Open: 9 am - 7 pm

Clay Chicken

For this year's Spring Festival, Shengtang Xuan, the famous folk art craftwork store, is offering a series of clay chickens. They are based on the style of folk models of the Qing Dynasty, called "little chickens eating rice." The clay chickens are painted with a Henan style pattern. For example, one has been painted in black and with added green, red, white and blue and circles on the body. It is the most popular folk style in Henan. Most of the potteries and clay works have been fired so that they all keep their shape. One special one was dried naturally in the sunshine. It has a pair of red wings and a big tail, painted like a rainbow. Another folk toy is made of wood. It has a round plate on which five standing chickens will nod their heads as if pecking at rice on the ground when people pull the line through the hole. (10 - 30 yuan)

Where: Shengtang Xuan, Guozijian Jie, Dongcheng

Open: 10 am - 6 pm

Tel: 8404 7179

Hand-made Cloth Chicken



Hand-made cloth chickens give a strong sense of a folk festival. There are three kinds available at Jingtu Yifang. Two are three-dimensional models. The inner part is formed from cardboard. After the outline is shaped, the craftsman then measures the cloth for it. The cloth is sewn with lines of yellow and green and then some red is added. Pronunciation of the word for chicken can mean happiness and safety and for fish it can mean "lots of", so the craftsman combines the images of a chicken and a fish in a colorful cluster, to show "ji qing you yu", which expresses a wish for money and happiness in the new year.

Where: Jingtu Yifang, 28 Guozijian Jie, Dongcheng

Open: 11 am - 6 pm

Tel: 6401 1746

Chicken Lantern



New Year favonian decorations in the image of chickens can be found at Baolong market. In previous years, these decorations were mainly red paper with a golden character Fu, signifying happiness. This year, the decorations are cut into the shape of chickens in various poses. Some chickens are folded as lanterns, with the bulbs inside.

Where: No.4-5, 2nd floor, Baolong market, Beixinqiao, Dongcheng

Open: 9 am - 7 pm

Chicken Tutania Eggs

Gift eggs can be made from various materials, and now Micai Gifts are offering ones made from tutania. Tutania is a material said to remain strong and colorful forever. The eggs are also covered with imitation gems in various colors such as red, pink, white, and yellow. Also on the box are 50 kinds of images of golden eggs and 23 images of chickens in different poses such as crowing for the morning. (87 - 168 yuan)

Where: No. 301, 5th floor, So Show, 40 Chongwenmenwai, Chongwen

Open: 9 am - 8 pm



Photos by Li Shuzhuan

Ceramic Cocks

Middle-aged people sometimes like to collect conservative and delicate craftworks, and they might like some ceramic cocks. The cocks are made of argil clay, and are made in the shape of the cock crowing for the morning. The figures are available in five colors, but perhaps the most beautiful one is painted dark red. This one is popular for its propitious color and its symbolic meanings: wealth, health and prosperity. Another cock figure has a tail like a fan, somewhat like a peacock. The tail is in green and red, and in the middle of the fan is the character Fu (happiness).

Where: No.111, 2nd floor, New Generation, Xidan, Xicheng

Open: 9 am - 8:30 pm



Stuffed Chickens

Stuffed chickens are popular toys when the Spring Festival comes around, and there are many different kinds. Some are designed like cartoons. Or they come in sets, ordered according to their size and color, the smaller ones colored light yellow, and the bigger ones brightly multicolored. Though the cocks are small, their poses of crowing for the morning present their meaning for the New Year. Another kind of cock is a dazzling model that's about half a meter high and crows when people touch its abdomen. (35 - 90 yuan)

Where: No.304, 5th floor, So Show, 40 Chongwenmenwai, Chongwen

Open: 9 am - 8 pm

Chicken Medals

Caishikou Department Store (CaiBai) and China Gold Coin Inc. (CGC) are offering 2000 pairs of medals. The medals are sold in pairs, and one is gold with an inlaid image of a chicken. The other is silver. The medals have a hole drilled in them so they can be worn with a necklace. The medals cost 1,680 yuan per pair.

Where: Caishikou Department Store (CaiBai), No.255, Luo ma shi Street, Xuan Wu District

Open: 9:30 am - 10 pm



Chick Models

Chow Tai Fook have invited some experienced designers to create a collection of chick models. They are made of rare pottery, and colored in yellow and red, which in traditional culture means auspicious. The chicks have cute styling and their bright air indicates happiness at the coming year. They also have vivid facial expressions and exquisitely formed details, such as the eyes and feathers. The sets of four cost 2,380 yuan each.

Where: the Pacific Department Store, A2, Gong ti bei lu, Chaoyang District

Open: 9 am - 9:30 pm



Crystal Chickens

Swarovski, the popular brand of imitation crystal, have made some new commodities for China's market. Among their necklaces, rings, earrings and anklets is a pendant shaped like a chicken and made from grains of imitation crystals.

Where: Oriental Plaza, Wangfujing; Parkson Shopping center, No.101, Fuxingmen nei

Open: 9:30 am - 11 pm



Chicken Zippo

Zippo lighters, to show their awareness of Chinese culture, have issued lighters representing Chinese animals of the year. The design is the usual rectangular shape, with a hinged lid and a windhood for the flame. Zippo also make tape measures, knives, writing instruments and key holders, all engravable and personalizable to the owner.

Where: Oriental Plaza, Wangfujing; Pacific Century Plaza, A2, Gongti beilu, Chaoyang District; Parkson Shopping center, No.101, Fuxingmen nei

Open: 9:30 am - 11 pm

Chicken Stamps

Beijing Stamp Company, in cooperation with the National Post Bureau issue of special stamps for the year of the chicken, have produced various appropriately designed postal commodities, including stamps and white envelopes with chicken decorations.



By Sarah Bai

It is probably safe to say that the chicken is the world's most preferred form of white meat. You would be hard-pressed in this day and age to find a culture that did not produce some sort of chicken specialty.

A reason why the birds are so popular, though rarely anyone's absolute favorite food, is their relatively lean white meat has mild flavor, lending it to any kind of cooking method. The dark meat tends to be tougher, but tastier, and is significantly more fatty. Lots of people also love the birds' skin, which gets crisp and slightly smoky when roasted or fried. Yet it is nutritionally the worst part of the chicken, filled with fat and cholesterol.

The birds' flexibility means there are as many ways to cook a chicken as there are nations on earth, and then some. Here are a few of the chicken's greatest cooking hits.

Fowl Feasts

Chicken with Chinese characteristics

Chinese have been cooking chickens for millennia, though the bird is believed to have been introduced to the Middle Kingdom from Thailand. As the living symbols of the legendary phoenix, one of the central animals in Chinese mythology, chickens have a high place on the Chinese table. They are often served as celebratory foods for family birthdays and holiday feasts, which means they fit perfectly into any Spring Festival spread.



Gongbao jiding, kung pao chicken

While Westerners lean towards white meat on a chicken, especially from the breast, Chinese tend to prefer the dark meat and morsels close to the bone. But Chinese don't stop there – nearly every part of the bird gets cooked in some way. Hearts, livers and gizzards are stir-fried, roasted on skewers or served cold, necks are boiled and spiced, even heads are cooked as disturbing crunchy snacks. Feet are beloved for their gelatinous texture, which can make them extremely hard to eat when not expertly cooked.

The dish that most people outside of China first picture when thinking of Chinese chicken cooking is the almost clichéd **gongbao jiding**, known abroad as kung pao chicken, a classic dish from Sichuan Province. As overdone as it may be, there is no denying the satisfying powers of a well done gongbao jiding, in which spice, sweet and salt meld in a perfect Sichuanese fusion and crisp peanuts serve a fitting foil to the tender meat.

It got its name from the Qing Dynasty Sichuan governor Ding Baozhen, who was reputed to be a tremendous fan of the dish and whose imperial title was "gong bao". But gongbao jiding's imperial heritage landed it in hot water during the Cultural Revolution, when it was reportedly labeled as politically incorrect. Because of its association with an imperial leader, it was branded counter-revolutionary and had to go by other guises until it was finally rehabilitated.

Another classic Sichuan chicken dish – **lazi ji**, or chicken with chili peppers – is more direct in its spicy

delivery. In fact, it can become a chore to pick the small pieces of chicken out of the massive pile of dried chili peppers towards the end of a plate. Here China's cross-bone chopping philosophy dominates,

resulting in tiny pieces of chicken wrapped around shards of bone that sometimes require serious mouthwork to finish off. But to the spice addicted, the fiery, numbing, rich meat rewards are worth it.

Koushui ji, which disturbingly translates literally to "saliva chicken," but probably means something more like "mouthwatering," is another popular Sichuanese creation. In this cold dish, a rooster is boiled with aromatics like ginger, cooking wine

and Sichuan peppercorns, then sliced and topped with a complex sauce based on chili oil, sesame paste, sugar and vinegar.

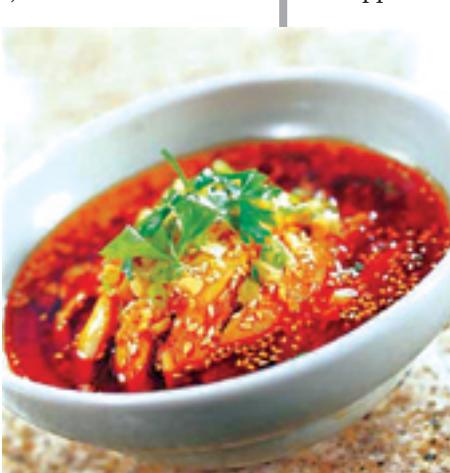
Like many ingredients in Chinese regional fare, once far east of Sichuan, chicken becomes more savory and delicate than spicy. Not-too-distant Guangxi is home to **sanhuan ji**, celebrated for its tenderness and fresh flavor. To make the dish, a whole chicken is cleaned, salted, quickly blanched in boiling water and stewed in a tightly covered pot for

around 20 minutes. When done, the chicken is drained, coated with a thin layer of peanut oil and sliced. The salting and boiling process heightens the chicken's natural flavor and slices go wonderfully in a traditional dipping sauce of soy sauce, scallion and coriander. Go through a similar process but then soak the bird in ginger and huangjiu, or yellow rice wine, and you come out with the Shanghai standard **zui ji**, drunken chicken.

A bit to the south, the city of Hangzhou, Zhejiang Province is home to the famed dish **jiaohua ji**, or beggar's chicken. Legend has it that long ago, a beggar managed to get his hands on a chicken, but was unsure of what to do with the bird. So, he killed it, plucked it, wrapped it in a lotus leaf and then covered the whole thing in a ball of mud to guard it. When his hunger overtook him, he simply threw the mudball on a fire. Later, he broke the ball open and the fragrance of the chicken, literally cooked in its own juices, bowled him over and the meat tasted ever better.



Lazi ji, chicken with chili peppers



Koushui ji



Zui ji, drunken chicken



Jiaohua ji, beggar's chicken



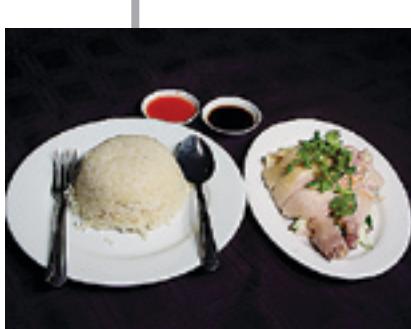
Photo by Li Shuzhuan



Beer can chicken



Dapan ji



Hainanese chicken rice



Coq au vin



Xinjiang dapan ji

Standing like a bridge between Chinese chicken treatments and those of other parts of the world is **Hainanese chicken rice**, a dish with origins in China's island province that has

since been appropriated by Singapore and Malaysia, where it is now a staple.

The dish is made of rice cooked in chicken broth made with ginger and garlic, some of which is also served on the side as soup. Pieces of cooked chicken are then served on top or alongside the rice,

along with slices of cucumber, ginger and a tangy, spicy chili sauce or sometimes dark soy sauce.

For celebrating the new cycle of the Chinese New Year, arguably the most appropriate Western method of chicken cooking is France's legendary **coq au vin**. Why?

Because it deliberately uses tough, gamy rooster, which is browned and then slow cooked in a sauce made of a bottle of wine, garlic, mushrooms and bacon until the meat is tender and filled with its natural essence and

the flavor of hearty red wine. Plenty of crusty French bread should be served on the side for sopping up the sauce.

Across Europe and the US, perhaps mostly in the UK, an important part of many holiday feasts is a golden brown **roast chicken**. Making one can be as simple as surrounding a chicken with

a few carrots, onions and celery stalks in a roasting pan, plopping it in a preheated oven and coming back in a couple of hours. But to get a juicy bird, creative cooks employ many methods.

The easiest is to baste the bird with its own juices as it cooks to moisturize the meat. Another way to get that result, while also crisping the all-important skin, is to gently rub a butter-based mixture between the loose skin and the flesh to baste the bird while it cooks.

The UK's colonial legacy led to the creation of a hybrid chicken dish now known the world over – **chicken tikka masala**. The base is India's classic chicken tikka, chunks of meat that are marinated in spices and often yoghurt, speared on skewers and then roasted inside the fiery heat of a traditional tandoor pit oven.

The legend behind tikka masala goes that when chicken tikka reached the UK's shores, many customers reacted in confusion – where's the sauce? They asked about the dry dish. A desperate chef cracked in a can of cream and some tomatoes to form a gravy and a new British standard was born.

In the southern US, there is only way to cook a chicken – to fry it. No doubt familiar to most Beijingers thanks to the ubiquity of KFC in this city, fried chicken is an

American institution. There are as many recipes as there are home chefs in the American South, but the general idea is to cut a chicken into pieces, coat it with seasoned flour and then shallow fry it. The process sears the outer meat and skin to lock in the juices, while the flour and skin crisp to crunchy perfection.

Inventive American grill masters have invented a new way of preparing chicken that results in a tender and smoky, if somewhat violated, bird. It's **beer can chicken**, in which a whole chicken is rubbed with spices, has a half-full can of beer inserted in its cavity and then grilled over hot coals standing straight up.

Grilling is the cooking method of choice for one of Japan's favorite chicken treatments, **yakitori**, chunks of chicken grilled on skewers. The little kebabs can come with all kinds of chicken parts – white meat, dark meat, gizzard, heart, liver, skin – and tend to be divided on the skewers by lengths of scallion, mushroom or leek. The whole thing is then topped in a savory, sweet glaze of mirin, or sweet rice wine, soy sauce, sugar, garlic and ginger.

Chicken with cashew nuts (yaoguo jiding) is a classic Chinese stir-fry.



Photo by Li Shuzhuan



Fried chicken



Chicken yakitori

Exhibition of Guan Yuliang's Works

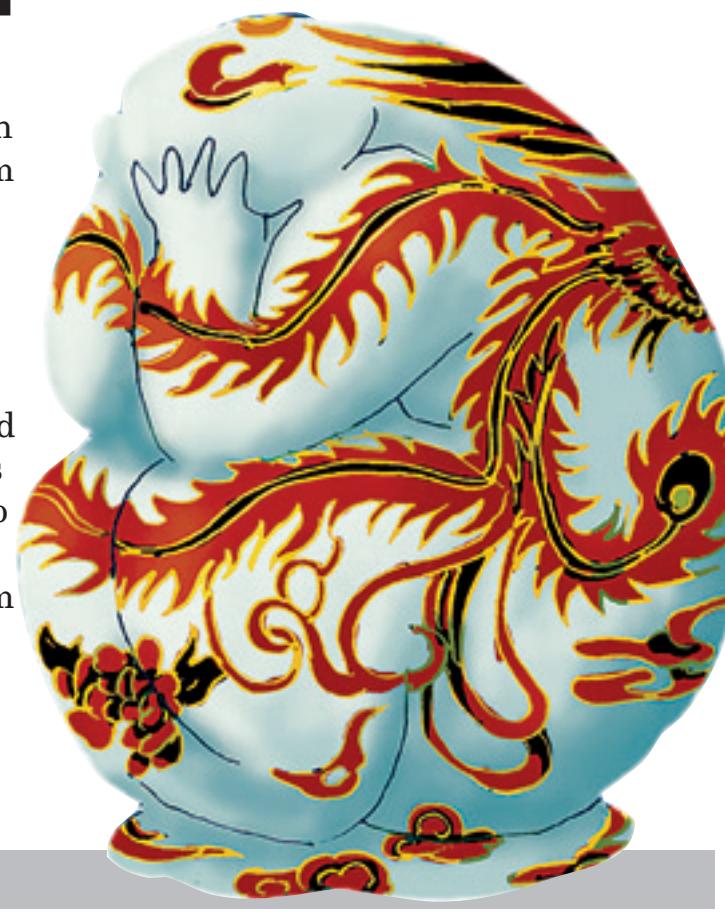
Guan Yuliang's have met with acceptance and admiration from all quarters. Not only are they accepted by his fellow countrymen, but also by people in Western countries and Southeast Asia, who have been conducting exchanges with him and collecting his works. His works belong not only to China, but to the whole world.

Where: National Art Museum of China, 1 Wusi Dajie, Dongcheng

When: February 18-28, daily 9 am - 4 pm

Admission: 20 yuan

Tel: 6401 7076



Movies

Red Sorghum

Directed by Zhang Yimou, starring Jiang Wen and Gong Li. In 1930s China, a young woman is sent by her father to marry the leprous owner of a winery. In the nearby red sorghum fields she falls for one of his servants. When the master dies she finds herself inheriting the isolated business.

Where: Cherry Lane Movies Theater, 29 Liangmaiqiao Lu, Chaoyang **When:** 8 pm, tonight and Saturday **Admission:** 50 yuan **Tel:** 13501251303



Wimbledon

Directed by Richard Loncraine, starring Kirsten Dunst, Paul Bettany, Kyle Hyde and Robert Lindsay. In just two summer weeks, a British tennis player who was ranked 119th in the world, and generally considered to be on his last legs as a professional player, gets his one last chance to win both the All-England Lawn Tennis Championships on the grassy courts of Wimbledon... and the heart of the rising star "bad girl of tennis" as well...

Where: UME International Cineplex, (Huaxing Guoji Yingcheng), 44 Kexueyuan Nanlu, Shuangyushu, Haidian **When:** from tonight **Admission:** 80 yuan **Tel:** 8211 5566

A Time to Love (Qing Ren Jie)

Directed by Huo Jianqi, starring Zhao Wei and Lu Yi. Hou Jian and Qu Ran have been secretly in love with each other since they were young. But their families have been in conflict for years. By chance, they read Shakespeare's drama Romeo and Juliet, which totally changes their life... The movie is adapted from famous journalist An Dun's essay, *To Immortal Shakespeare*.

Where: UME International Cineplex, (Huaxing Guoji Yingcheng), 44 Kexueyuan Nanlu, Shuangyushu, Haidian **When:** from tonight **Admission:** 80 yuan **Tel:** 8211 5566



Activities

Winter 2005 Junior Soccer Training Courses

The British School Club Football Academy is pleased to invite children from Years 1-6 (age 5-11) from all schools to attend the Winter 2005 program of junior soccer training courses held at the British School of Beijing in Sanlitun, beginning February 19 (Saturday). Courses are designed and delivered by Club Football's English FA-qualified coaching staff, and classes are taught in small groups on Saturday mornings on the British School football pitch. Courses meet once per week for eight weeks, and focus on developing fundamental soccer skills in a fun environment.

Mail ClubFootball Coaching at coaching@wangguoqunxing.com or call 6417 0495 to receive course materials by E-mail.

Exhibitions



Poetry and the Abstract

Luo Qi's oils and watercolors have been exhibited around the world. Born into a family of musicians, his abstract works are influenced by rhythm and music.

Where: Qin Gallery, 1-1 Enjoy Paradise, Huaweli, north of Beijing Curio City, Chaoyang **When:** February 12-28, daily 9 am - 7 pm **Admission:** free **Tel:** 8779 0461

Parties

Love Dance

Former British and Ibiza resident DJs Rich and Ste Lee spin 80's, Euro pop, R&B and hip hop for you and your loved ones at this classy lovers' den of a bar. Music begins at 9:30 pm and couples pool tournament begins at 10 pm.

Where: Bar Blu, 4/F Tongli Studios, Sanlitun Beilu, Chaoyang **When:** 9:30 pm, February 12 and 14 **Admission:** 60 yuan **Tel:** 6416 7567

Big Easy Valentine

The Big Easy smoothes out your Valentine's Day with a set menu for two with champagne, roses and chocolate, the Rhythm Dogs take it down a notch for that romantic feeling.

Where: Big Easy, Chaoyang Park south gate, Chaoyang **When:** 6 pm, February 14 **Admission:** free **Tel:** 6508 6776

Music

Love Songs

Treat your sweetie to an evening of old school Chinese love songs, performed by singers Geng Lianfeng, Yu Qinghai, Liu Bin-gyi, Dong Yong and Zhang Jimin. Program includes such smooth classics as *Aobao Xianghui* (*Let's Meet in the Yurt*), *Yise Yueguang Xia* (*In the Silver Moonlight*), *Kangding Qingge* (*The Kangding Love Song*) and more.

Where: Ethnic Cultural Palace Theater **When:** 7:30 pm, February 14 **Admission:** 80-580 yuan **Tel:** 6554 6656



Sally Yeh Beijing Concert

Sally Yeh, a Hong Kong pop singer who was popular in the 1980s, but who has remained off the stage since her marriage years ago, reappeared in late 2004. A singer who tends to sing like European and American stars, Sally has re-arranged many English songs into Cantonese and mandarin for her concert tour.

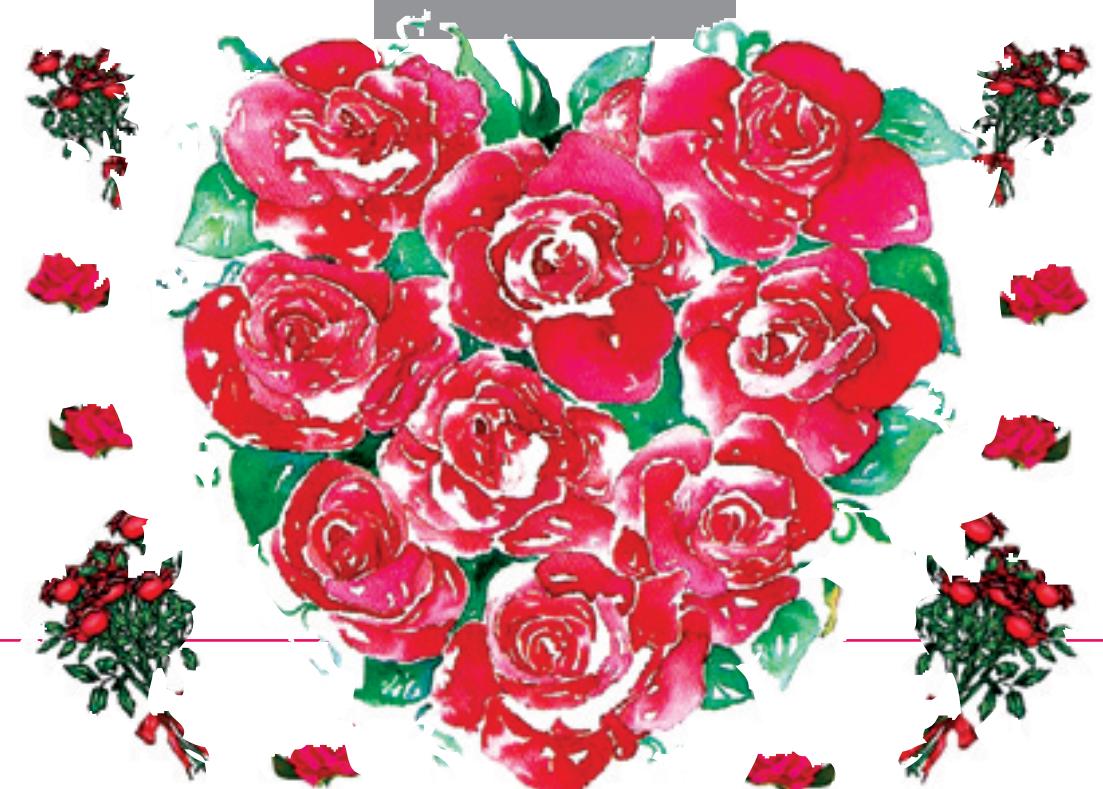
Where: Workers' Gymnasium **When:** 7:30 pm, February 14 **Admission:** 280-1,280 yuan **Tel:** 6501 6605

Performances

Iron Beats

Combining the percussive and rhythmic styles of modern tap, funk, stomp and Argentine gaucho dancing, this show stars Las Vegas dancers including Mario Ferreira. The Portuguese Ferreira is popular in Las Vegas for his unique and amazing juggling skills and natural comedic talent.

Where: Beijing Exhibition Hall Theatre, 135 Xizhimenwai Dajie, Xicheng **When:** 7:30 pm, February 14 **Admission:** 80-1,680 yuan **Tel:** 6835 4455



Services



Gorgeous Valentines at Traders Cafe

Start off your evening with a welcome champagne cocktail, followed by the sumptuous buffet dinner, including tantalizing salads, savory main dishes and an "open kitchen," where master chefs prepare specialties for your entertainment and pleasure. Top it off with sensual desserts accompanied with tea or coffee. Surprise gifts available for every couple, and photo opportunity awaits you and your sweetheart. Priced at 198 yuan plus 15 percent surcharge.

Where: Trader Cafe, Beijing Traders Hotel, 1 Jianguomenwai Dajie, Chaoyang **When:** February 14 **Tel:** 6505 2277 ext 35

Family Gathering at Beijing Hotel

Family gathering at the core of the city and celebrating the Chinese New Year with the view of the Forbidden City! For a ten person banquet, pri-

and beef Wellington. Buffet Lunch: 128 yuan, buffet dinner: 158 yuan.

Where: Lobby level of Novotel Xinqiao Beijing, 2 Dongjiaominxiang, Chongwen **When:** February 8-23 **Tel:** 6513 3366 ext 2001

French Way Valentine's Day

Celebrate the romance of Valentine's Day the French Way at Le Cabernet, take your beloved to enjoy a special five-course menu prepared by French Executive Chef Danzas featuring: goose liver, morel soup, salmon quenelle, roasted veal loin, duet of croustillon. Philippine band The New Horizon perform in the evening.

488 or 688 yuan for two persons. For the couples who want to spend a memorable night in deluxe room inclusive buffet breakfast, just add 488 yuan.

Where: Novotel Peace Beijing, 3 Jinyu Hutong, Wangfujing, Dongcheng **Tel:** 6512 8833 ext 7621

Personal Classifieds

Accommodation

Apartment near Dawang Lu, 2 bedrooms, 1 living room, close to Balizhuang subway station, ready for lease, 3,500 yuan per month. 70 square meters. Contact: Mr. Chen, 13601246000

Language Exchange

A female Chinese German learner wants to have German-Chinese or German-English language writing friends, Contact: grace_mzy@yahoo.com.cn

Nine-year-old Beijing girl who has been studying English for 4 years would like to search for a native English speaking girl in Beijing to make a friend and practice English. Alternatively, she would like to help the little partner to learn Chinese. All inquiries are welcome. Contact: nzwilliam@163.com, 8621 4579

Professional Help

Vacancies available for executive assistant, proficiency with MS Office, fluency in English and a college degree a must. Contact: Mr. Zhang, bestmastersh@163.com

International environmental organization seeks highly motivated, competent and experienced Chinese national to work on project development and implementation, member relations and other duties. Excellent spoken and written English is required. Interested parties should send their CV to: iucn@iucn.org

Disclaimer: Beijing Today does not take responsibility for verifying the authenticity of the personal classifieds and thus Beijing Today does not guarantee the accuracy, integrity or quality of the content. All content is the sole responsibility of the advertiser.

TV and Radio Highlights

HBO

11 Friday

Analyze 11:35 pm

12 Saturday

Cat in The Hat 9 pm

13 Sunday

Lost in Translation 10:05 pm

14 Monday

Two Weeks Notice 7:20 pm

15 Tuesday

I Spy 8:25 pm

16 Wednesday

Joe's Apartment 7:40 pm

17 Thursday

The Ring 7:05 pm

CCTV-9

Monday - Friday

Around China 6:30 am

Culture Express 8:30 am

Nature and Science /

Chinese Civilization 11:30 am

Culture Express 2:30 pm

Nature and Science /

Chinese Civilization 5:30 pm

Dialogue 7:30 pm

News Updates /

Asia Today 8 pm

Sports Scene 11:15 pm

Saturday

Travelogue 9:30 am

Center Stage 11:30 am

Sunday

Sports Weekend 10 am

Documentary 10:30 am

This Week 12:30 am

China Radio International 91.5 FM

Monday - Friday

Easy FM Afternoon 2-7 pm

Fun in Beijing 5:50-3 pm

Joy FM 9:05-11 pm

Saturday

Music Memories 8:05-11 am

Euro Hit 40 12:05-1 pm

Musique Sans Frontières 6:05-8 pm

Joy FM 9:05-11 pm

Sunday

Music Memories 8:05-11 am

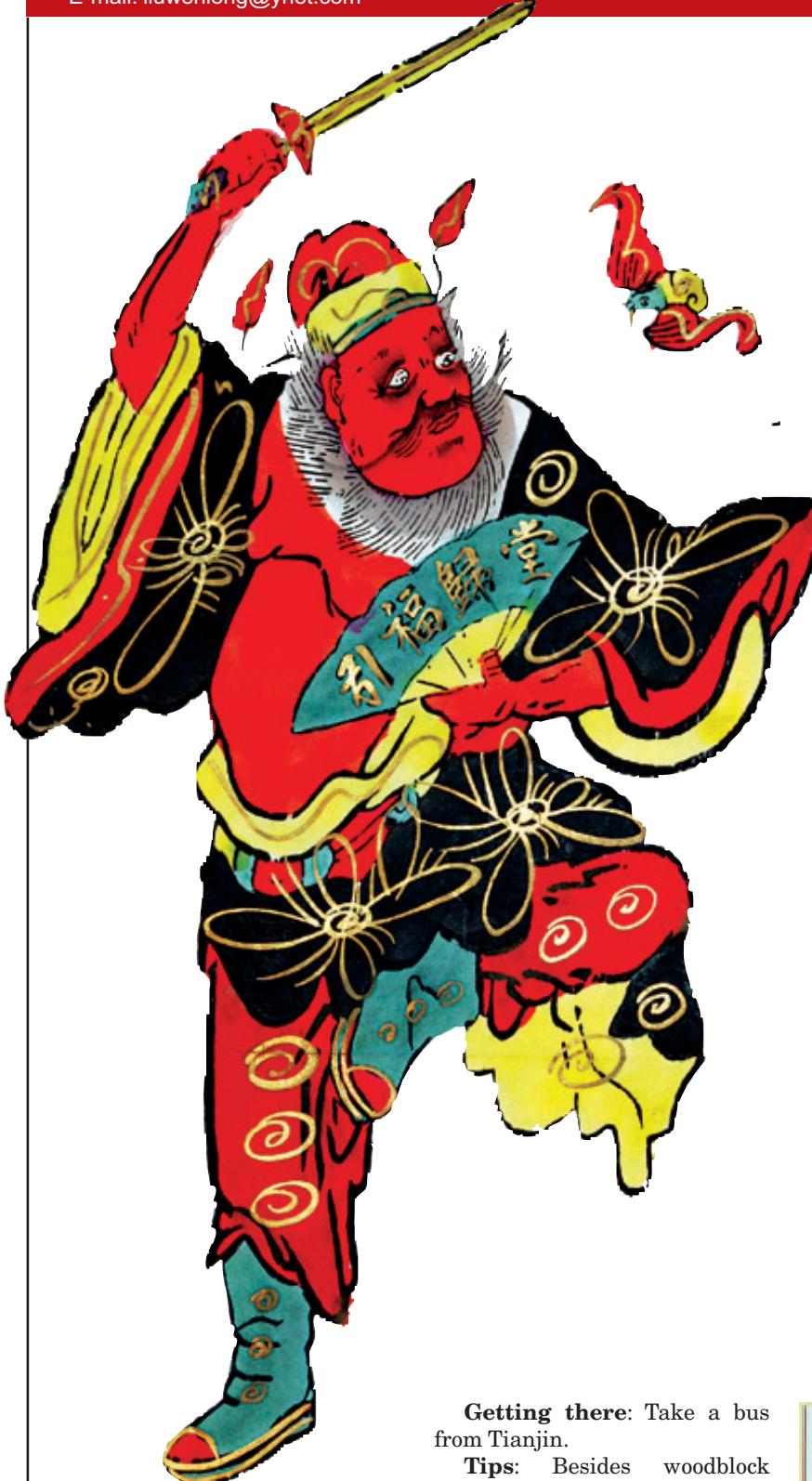
Jazz Beat 6:05-8 pm

Joy FM 9:05-11 pm

We are glad to receive your feedback.

We will print employment, language-exchange and accommodation information for individuals. Feel free to email us at bjtodayinfo@ynet.com or call 6590 2518.

By Zhang Jianzhong



Auspicious Art

New Year's Prints



Gong Min Fu Gui, Honor and Wealth, from Yangliuqing.



Hui Zhi Lan Xin, or Elegance, Grace and Wisdom, from Mianzhu.



Yi Tuan He Qi, Amiable and Harmonious, from Taohuawu.



Fu Gui You Yu, Good Fortune, Glory and Plenty, from Yangjiabu.



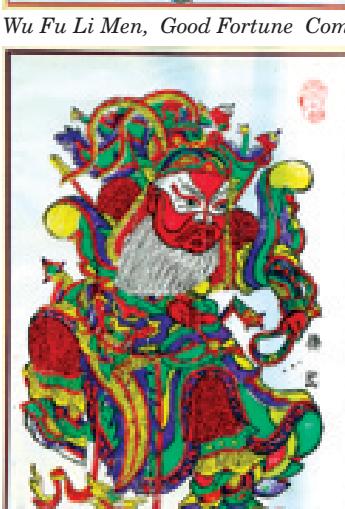
Fu Gui You Yu, Good Fortune, Glory and Plenty, from Yangjiabu.



Wu Fu Li Men, Good Fortune Coming, from Wuqiang.



Photos by Lou Qiyong



Door God, from Zhuxianzhen.

By Xu Chuannei/Liu Wenlong

Chinese people have been making New Year's prints and pasting them on their doors and inside their houses at Spring Festival for over 2,000 years. Images of gods were once the dominant theme, as they were believed to ward off evil and bring good luck. Once an indispensable part of Spring Festival celebrations, the practice languished in the late Qing Dynasty and early last century.

Today though, excellent New Year's pictures can be found in Yangliuqing in Tianjin, Taohuawu in Suzhou, Weifang in Shandong and Mianzhu in Sichuan. Other places also well known for this folk art are Foshan in Guangdong, Fengxiang in Shaanxi and Zhuxianzhen in Henan.

Yangliuqing

Yangliuqing New Year's pictures first appeared in the early 17th century (late Ming dynasty) in the town of Yangliuqing, 15 kilometers west of Tianjin. More than a century later, during the reigns of Qianlong and Jiaqing in the Qing Dynasty, the art form reached its peak in terms of the skills and creativity of the artists.

Combining woodcutting and painting, Yangliuqing prints use elements of both woodcut and folk painting. At the large, well-preserved Shi Family Mansion Museum, woodblock prints can be seen that have been passed down from generation to generation. Other types of folk art, such as Tianjin brick carvings, are also displayed in the museum.

As part of an effort to revive the traditional art, Yangliuqing now has several dozen workshops producing New Year's pictures. However, many (if not all) the craftsmen have abandoned the traditional production methods. Nevertheless, the town where China's most prestigious New Year's prints originated is definitely worth visiting.

Yangliuqing pictures are popular with both Chinese and overseas collectors. Aficionados have been known to pay up to 50,000 yuan for a Qing Dynasty print. If you are thinking of starting your own collection, keep in mind that used pictures are less valuable than original, unused ones, only one third of the latter in terms of market value.

Getting there: Take a bus from Tianjin.

Tips: Besides woodblock prints, another attraction is the Ming and Qing Food Street with 18 traditional snacks. Among them is the most famous *renzhagao*, a kind of cake with a crisp skin and delicate red-bean paste filling.

The three-star Xiqing Hotel has standard rooms for 160 yuan per night.

Taohuawu 2

Taohuawu New Year's prints first appeared nearly 500 years ago, made in a workshop at Taohuawu Street in Suzhou, Jiangsu Province. Deeply rooted in tradition, Taohuawu woodblock prints also reflected some features of European copper-plate printing.

The artist first makes a sketch of the image. The print blocks are then carved according to the sketch. A separate block is carved for each color, with some prints requiring up to 12 blocks. This method of print making is used widely throughout China.

Craftsmen are very selective when it comes to choosing the theme for Taohuawu woodblock prints. Recurrent themes include celebration, images of gods, stories from operas and folklore.

During the 18th century, Taohuawu was at the peak of its popularity, with over 50 workshops and thousands of craftsmen creating prints. Like New Year's prints in other places, Taohuawu woodblock prints declined with the social upheavals of the late Qing Dynasty and in the first half of the 20th century.

However today, Taohuawu New Year's prints are seeing a modest revival, with people from all over the world coming to purchase them every year.

Prices for Taohuawu prints have risen in the past few years. A God of Longevity print made in the reign of Emperor Shen Zong of the Song Dynasty (1573-1619), can fetch tens of thousands of yuan, however there are many counterfeits on the market.

Despite its flowery name (Taohuawu means "peach blossom"), there are no peach trees to be seen in the village. Snack bars and fashion shops line the centuries-old streets. The village is near where Tang Yin, a Ming Dynasty hermit famous for his wit, lived. All that remain today is some debris and a grey stone tablet with the inscription "Former Residence of Tang Yin."

Getting there: Take Bus No 1, 2, 4, 5, or a rickshaw, from Suzhou Railway Station.

Mianzhu

With a history of nearly 500

years, Mianzhu New Year pictures were created in Mianzhu county, near Chengdu, Sichuan Province. Like Yangliuqing, Mianzhu New Year's Pictures feature a combination of woodblock printing and painting. This method allows the craftsmen more freedom to express their own individuality in the prints. Usually several people work together to produce a print. After the sketch is printed with the woodblock, each person applies a separate layer of color.

As well as the colorful New Year's pictures, Mianzhu is also known for its special local foods and the spirit Jiannanchun. The wild mushroom soup is definitely worth trying.

If you visit at the right time, you will see a white sea of pear flowers in full blossom on the mountains near Mianzhu. Giant pandas live in the nearby mountains to the north-west.

Getting there: Take a long distance bus from Chengdu Railway Station. The trip takes three hours.

Weifang and Gaomi

Shandong Province is known for its rich variety of New Year's pictures, among which the best known are Yangjiabu and Gaomi.

The predominant colors in Yangjiabu prints are bright red, yellow, purple, green, blue and black, often used in sharp contrast with each other.

Getting there: Take a bus from Weifang.

An even older way of making New Year's pictures prevails in the neighboring county of Gaomi. Instead of using woodblocks, folk artists use charcoal made from willow twigs to draw on paper.

Five or six copies can then be made from the original draft, through laying the original on a sheet of white paper and patting it to transfer the charcoal design. Further procedures include drawing lines, and applying ink and color. These are known as ash-patting New Year's pictures. Unlike woodblock printing, which can turn out numerous copies using one single woodblock, the ash-patting method only allows five or six copies to be made from each draft. This unique folk art form is highly valued by artists.

Gaomi County is also known for its clay figurines and paper cuts, compared to which the ash-patting New Year's pictures are relatively pricey. Honey-sweet jujubes are a local specialty.

Getting there: Train 2517 runs from Beijing to Gaomi. Standard rooms at hotels there are about 100 yuan per night.

Other places for New Year's prints

Fengxiang

Fengxiang pictures, with their rural character, are widely known and have been collected by major museums around the world. Shili is a village famous for its large variety of woodblocks in Fengxiang County, Shaanxi. Fengxiang pictures are colored orange, green and red. Originals are very rare today, and correspondingly expensive.

Zhuxianzhen

Zhuxianzhen, one of China's four oldest towns, located 10 kilometers north of Kaifeng, in Henan Province. It is one of the first places to mass produce Spring Festival prints, dating back to the Song Dynasty. The prints can be divided into categories like celebration, exorcising evil, scenery, opera, beautiful women and folklore.

Tantou

Tantou, in Shaoyang, Hunan Province, is another home of wood engraved prints. Tantou pictures rose to fame after Lu Xun collected the work *Mice Wedding*. Now such a print can be sold for 6,000 yuan.

Wuqiang

Wuqiang, a county in Hebei Province, has been producing New Year's prints for over 500 years. In the mid-Qing Dynasty, it boasted more than 160 print shops. There were more than 140 picture stores in the north of Wuqiang at the beginning of this century. The country's first Spring Festival pictures museum was established in 1992 in Wuqiang.

Zhangzhou

Zhangzhou, in southeast China Fujian Province, is famous for prints made by the Yan family, featuring the colors red and black. Now the Yan family keeps 62 multi-colored wood engraving models and more than 2,000 single-color models.

South Shanxi

Produced in Linfen (once called Pingyang) in Shanxi, where print engraving and calligraphy workshops were a booming industry.